

THE EDWARDS NEWS CO.,  
PORT ARTHUR & BEAUMONT, TEXAS

NO. 7A-H1321

ORDER NO. 0239

DATE 4-15-1937

12<sup>1</sup>/<sub>2</sub>M

ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) OCEAN GOING STEAMERS IN PORT  
AT BEAUMONT, TEXAS

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,754,773

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive of Estimate

By *[Signature]*  
Date APR 23 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By *[Signature]*  
Date APR 23 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 24 1937	APR 24 1937
SKETCH				
RETOUCHING	4	3	4-24	5-10
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING			5-11	5-13
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	5-14	5-14
ARTIST DEPT.	22	9		5-27

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

By

DATE Filed JUL 19 1937

By

DATE Photo Returned to Customer

By



THE EDWARDS NEWS CO.,  
PORT ARTHUR & BEAUMONT, TEXAS

NO. 7A-H1322

ORDER NO. 0240

DATE 4-15-1937

12<sup>3</sup>/<sub>8</sub> M

ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. K 1 R. M. NO

TITLE (IN FULL) PROCTER STREET, LOOKING NORTH  
PORT ARTHUR, TEXAS

IMPRINT SAME AS ABOVE

PHOTO PROPERTY ☒ CUSTOMER

COLOR DESCRIPTION

*see photo No. 6237-29*  
SEE CARD NO. 6237-29 for color.

CUT OUT AUTOS.

TAKE OUT STREET CAR, BUT LEAVE TRACKS IN.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF yes

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,787,775

Executive OK of Estimate

By

Date

APR 26 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

APR 26 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 26 1937	APR 26 1937
SKETCH				
RETOUCHING	14	4	4-26	5-10
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	69		5-10	5-10
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	5-11	5-11
ARTIST DEPT.	30	10 1/2		6-19-7

DATE BLUEPRINT OK'D

By

DATE Filed

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

JUL 19 1937

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

## MAKEOVER

Charge to 70 Dept.

EST. Makeover Time Required

	EST.	Time Recorded in Cost Dept.
RETOUCHING	1	
PHOTO-LITHO		
COMPOSING		
ART DEPT. HC	1 1/2	
ENGRAVING		

MAY 24 1937

Off 5-25



COAST TO COAST STORES,  
DECORAH, IOWA

NO. 7A-HL323

ORDER NO. 0245

DATE 4-18-1937

12 1/2 M

ART COLORTONE POST CARD

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) FLIRTATION WALK, NIAGARA CAVE,  
IOWA-MINNESOTA LINE

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. YES

IMPRINT NIAGARA CAVE, DECORAH, IA. NEAR  
CRESCO, IA. AND HARMONY, MINN.

PHOTO PROPERTY OF Customer

COLOR DESCRIPTION

TOUCH OUT LIGHTS, WIRES AND SIGN AT LEFT FRONT

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all sets or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

By *[Signature]*  
Date APR 26 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By *[Signature]*  
Date APR 26 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 26 1937	APR 26 1937
SKETCH				
RETOUCHING	8	11 1/2	4-26	5-3
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	66		5-3	5-4
ENGRAVING				
HAND COLOR PROOF	163	1 1/4		5 May
ARTIST DEPT.	31	9		5-26

DATE BLUEPRINT OK'D

By

DATE

MAY 19 1937

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

8

ST.  
23



COAST TO COAST STORES,  
DECORAH, IOWA

NO. 7A-HL334

ORDER NO. 0245

DATE

12<sup>1</sup>/<sub>2</sub> M ART COLORTONE POST CARD WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: (UPPER) LOWER, CENTER - BORDER.

TITLE (IN FULL) WALK LEADING TO STALACTITE  
ROOM, NIAGARA CAVE, IOWA-MINNESOTA LINE

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. YES

IMPRINT NIAGARA CAVE, DECORAH, IA. NEAR  
CRESCO, IA. AND HARMONY, MINN.

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

TOUCH OUT LIGHTS AND WIRES. COMPLETE ROKEN STALACTITES.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

Date

APR 26 1937

AND WORK SCHEDULE

APR 26 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 26 1937	APR 26 1937
SKETCH				
RETOUCHING	8	2	4-26	5-4 SL
PHOTO-LITHO				
BLENDING STRIPPING, OPAQUING	68		5-4	5-5 HT.
ENGRAVING				
HAND COLOR PROOF	163	1 1/4		6 May
ARTIST DEPT.	30	9		5-24 Pll

DATE BLUEPRINT OK'D

DATE FILED

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

8

25



COAST TO COAST STORES  
DECORAH, IOWA

NO. 7A-HL325

ORDER NO. 0245

DATE 4-15-1937

12½ M ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE (UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) "AVENUE OF STALACTITES,"  
NIAGARA CAVE, IOWA-MINNESOTA LINE

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. YES *answ 7/11/1937*

IMPRINT NIAGARA CAVE, DECORAH, IA. NEAR  
CRESCO, IA. AND HARMONY, MINN.

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

REMOVE WIRE AND LIGHTS

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

By *[Signature]*  
Date APR 26 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By *[Signature]*  
Date APR 26 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 26 1937	APR 26 1937
SKETCH				
RETOUCHING	8	2	4-26	5-8
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	68		5-4	5-5 4x
ENGRAVING				
HAND COLOR PROOF	163	1½		5 May
ARTIST DEPT.	102	9	5-20	5-24

DATE BLUEPRINT OK'D \_\_\_\_\_

By \_\_\_\_\_

DATE HAND COLOR PROOF OK'D \_\_\_\_\_

By \_\_\_\_\_

DATE Filed \_\_\_\_\_

By *[Signature]*

DATE Photo Returned to Customer \_\_\_\_\_

JUL 19 1937

8

54  
23



COAST TO COAST STORES  
DECORAH, IOWA

NO. 7A-HL326

ORDER NO. 9245

DATE 4-15-1937

12<sup>3</sup>/<sub>8</sub> MART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) ENTRANCE TO STALACTITE ROOM,  
NIAGARA CAVE, IOWA-MINNESOTA LINE

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. YES Scene no 70H1322

IMPRINT NIAGARA CAVE, DECORAH, IA. NEAR  
CRESCO, IA. AND HARMONY, MINN.

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts-or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By [Signature]  
Date APR 26 1937

AND WORK SCHEDULE

By [Signature]  
Date APR 26 1937

OPERATION	EST. TIME Click No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		APR 26 1937	APR 26 1937
SKETCH			
RETOUCHING	8 2	4-26	5-5 SL
PHOTO-LITHO			
BLEUPRINT STRIPPING, OPAQUING	68	5-5	5-6
ENGRAVING			
HAND COLOR PROOF	163 1 1/4		7 May
ARTIST DEPT.	37 9	5-19-37	5-26-37

DATE BLUEPRINT OK'D

DATE PROOF

By

By [Signature]

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

8

ST  
13



COAST TO COAST STORES  
DECORAH, IOWA

NO. 7A-H1327

ORDER NO. 0245

DATE 4-15-1937

12½ M ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. YES *7A-H1327*

TITLE (IN FULL) STALACTITE ROOM, NIAGARA  
CAVE, IOWA-MINNESOTA LINE

IMPRINT NIAGARA CAVE, DECORAH, IA. NEAR  
CRESCO, IA. AND HARMONY, MINN.

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

TOUGH OUT WIRES AND LIGHTS.

COVER FRONT CENTER CREVICE WITH BOARD-WALK

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,771

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By *[Signature]*  
Date APR 26 1937

AND WORK SCHEDULE

By *[Signature]*  
Date APR 26 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 20 1937	APR 20 1937
SKETCH				
RETOUCHING	8	1½	4-26	5-5 SE
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		5-6	5-7 4F.
ENGRAVING				
HAND COLOR PROOF	163	1½		7 May
ARTIST DEPT.	34	9½	5-22-37	5-24-37 F.W.

JUL 19 1937

DATE BLUEPRINT OK'D

DATE *Red*

By

By *[Signature]*

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

*Very Very*  
*[Signature]*

8

ST  
13



THOMAS R. WEST,  
MIAMI, FLA.

NO. 7A-H1328

ORDER NO. 0294

DATE 4-6-1937

12 1/2 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: (LEFT) UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) ST. PATRICK'S ROMAN  
CATHOLIC CHURCH, MIAMI BEACH, FLA.

BOB, SMALL TYPE: PHOTO BY BERRY-HILTON CO.

PRIVATE NO. BEFORE TITLE: M-65

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 1 R. M. NO  
IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

TAKE OUT LETTERING ON PHOTO, ALSO POLES & WIRIS. TAKE OFF FROM FOREGROUND ONLY. BLDG. #10 COLOR OF CHART WITH ROOF A #7 FLAT TILE VARIG. EFFECT. TWO GOLDEN CROSSES. LARGE OLEANDER BUSH ON CORNER WHITE FLOWERS. DO NOT MASS FLOWERS. LARGE OLEANDER BUSH ALSO BEHIND PALM ON EXTREME LEFT. VARIG. GREENS ON SMALL BUSHES AT CORNER: CROTONS & FOLIAGE PLANTS. TRIMMED TALL BLSHES NEXT TO WALL DARK GREEN AUSTRALIAN PINES. VINES IN FRONT OF PINES ALONG SIDE ARE CRIMSON BOUGAINVILLEES. TALL BUSH TO WARD BACK LIGHT GREEN LEAVES. FOR PALMS & GRASS SEE 6A-H2829.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Reviewed OK in Bureau

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

By Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 24 1937	APR 24 1937
SKETCH				
RETOUCHING	5	6	4-24	5-19 38.
PHOTO-LITHO				
BLUEPRINT STEPPING, OPAQUING	18		5-17	5-20 45.
ENGRAVING				
HAND COLOR PROOF		1 1/2		
ARTIST DEPT.	50	9	5/6, 37	9/6, 37

DATE BLUEPRINT OK'D

DATE Filed

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

5-3 1/2

14-2 1/2

ST  
17



THOMAS R. WEST,  
MIAMI, FLA.

NO. 7A-H1329

ORDER NO. 0294

DATE 4-6-1937

12 1/2 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) LOVELY HOMES SURROUNDED  
BY PALMS AND FLOWERS IN HOLLYWOOD,  
FLORIDA

PRIVATE NO. BEFORE TITLE: H-1

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 1 R. M. NO  
IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,292,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

APR 27 1937

AND WORK SCHEDULE

By

APR 27 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 28 1937	APR 28 1937
SKETCH				
RETOUCHING	163	2 1/2	4-28	5-15
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	64		5-15	5-18
ENGRAVING				
HAND COLOR PROOF	160	1 1/2		5-20
ARTIST DEPT.	37	9	6-16-37	6-17-37

JUL 19 1937

DATE BLUEPRINT OK'D

DATE FILED

By

By

DATE HAND COLOR PROOF OK'D

DATE PHOTO RETURNED TO CUSTOMER

By

M

ST  
22



THOMAS R. WEST,  
MIAMI, FLA.

NO. 7A-H1330

ORDER NO. 0294

DATE 4-6-1937

12 $\frac{1}{2}$ M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) ELEMENTARY SCHOOL,  
HOLLYWOOD, FLA.

PRIVATE NO. BEFORE TITLE: H-2

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

BLDG. LIGHT TAN #10 OF CHART. ROOF TOPS VARIG.SPANISH TILE & MAIN ROOF  
MAKE HARMONIZING COLOR. GREEN WINDOW TRIM. CUT OFF FROM FOREGROUND. TREES ARE  
DARK GREEN AUSTRALIAN PINES. SEE 6A-H2829 FOR GOOD LAWN. CLOUDY SKY EFFECT.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,754,773

ATTENTION!

13 Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Revised OK of Estimate

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

By APR 26 1937

By APR 26 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 26 1937	APR 26 1937
SKETCH				
RETOUCHING	156	4	May 12	May 15 SE
PHOTO-LITHO				
BLEEDING STRIPPING, OPAQUING	64		5-19	5-20
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	5-21	5-21
ARTIST DEPT.	167	9 1/2	6-15	6-21

DATE BLUEPRINT OK'D

DATE PROOF

JUL 19 1937

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

MAY

23



THOMAS R. WEST,  
MIAMI, FLA.

NO. 7A-HL331

ORDER NO. 0294

DATE 4-16-1937

12½ M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: <sup>LEFT</sup> UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) BUSINESS SECTION, HOLLYWOOD  
BOULEVARD, HOLLYWOOD, FLA.

PRIVATE NO. BEFORE TITLE: H-3

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. I R. M. NO  
IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION  
SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF **YES** RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

By

# ESTIMATE

Cost Dept. Checked By

Date

APR 23 1937 AND WORK SCHEDULE

Date

APR 23 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 23	APR 23 1937
SKETCH				
RETOUCHING	2	7	4-24	5-18 SL
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		5-18	5-18 48.
ENGRAVING				
HAND COLOR PROOF	160	1½	5-20	5-20 11/11
ARTIST DEPT.	44	9½	6/2/37	6/7/37

DATE BLUEPRINT OK'D

DATE FILED JUL 18 1937

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

51  
17



THOMAS R. WEST,  
MIAMI, FLA.

NO. 7A-H1332

ORDER NO. 0294

DATE 4-16-1937

12 1/2 M ART COLORTONE POST CARDS, WHITE BORDIR

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: <sup>LEFT</sup> UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) SWIMMING POOL AND CASINO

AT HOLLYWOOD BEACH, FLA.

PRIVATE NO. BEFORE TITLE: H-4  
BOT, SMALL TYPE: PHOTO BY G.W. ROMER

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

By APR 27 1937  
Date

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By APR 27 1937  
Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETION
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 28 1937	APR 28 1937
SKETCH				
RETOUCHING	10	8	4-28	5-20 S.
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	68		5-20	5-20 1/2
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	5-21	5-21 M.
ARTIST DEPT.	49	10 1/2	6-1	6-4 W.P.

DATE BLUEPRINT OK'D \_\_\_\_\_

By \_\_\_\_\_

DATE HAND COLOR PROOF OK'D \_\_\_\_\_

By \_\_\_\_\_

DATE FILED \_\_\_\_\_

By \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

## ATTENTION!

13 Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

*Large Rush*



THOMAS R. WEST,  
MIAMI, FLA.

NO. 7A-12333

ORDER NO. 0293

DATE 4-16-1937

25 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) (ON FRONT)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 17 R. M. NO

IMPRINT

SAME AS ABOVE

TITLE: DL-13 AN ESTATE ON BELLE ISLE,  
MIAMI BEACH, FLA.

SMALL TYPE: PHOTO BY BERRY-HILTON CO.

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

Date

APR 26 1937

AND WORK SCHEDULE

APR 26 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 26 1937	APR 26 1937
SKETCH				
RETOUCHING	163	4	4-26	5-16-37
PHOTO-LITHO				
BLUEPRINT SHIPPING, OPAQUING	68		5-17	5-8-37
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	5-20	5-20-37
ARTIST DEPT.	46	9:00	5-29-37	6-3-37

JUL 19 1937

DATE BLUEPRINT OK'D

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

By



THOMAS R. WEST,  
MIAMI, FLA.

NO. 7A-M1334

ORDER NO. 0293

DATE 4-16-1937

25 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) (ON FRONT)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 17 R. M. NO

IMPRINT SAME AS ABOVE

TITLE: EL-14. TAKING AN AFTERNOON  
SWIM AT MIAMI BEACH, FLA.

SMALL TYPE: PHOTO BY G.W.ROMER

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

FOR PAIRS SEE 6A-M2829. FOR SAND & WATER SEE 3A-M683. TAKE PAINS IN COLORING  
BATHING SUITS, BECAUSE OFTEN NOTICED AND CRITICIZED. CEMENT WALK. NICE  
CLOUDY SKY EFFECT.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,799,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

By APR 26 1937

Lat

ESTIMATE

AND WORK SCHEDULE

Cost Dept. Checked

Date APR 26 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 26 1937	APR 26 1937
SKETCH				
RETOUCHING	14	5	4-26	5-14-37
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING }	66		5-15	5-17-37
ENGRAVING				
HAND COLOR PROOF	163	1 1/2		5-18-37
ARTIST DEPT.	165	9 3/4	6-15-37	6-16-37

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

By

DATE *Plod* JUN 19 1937

By

DATE PRINTS RETURNED TO CUSTOMER

ST  
13



THOMAS R. WEST,  
MIAMI, FLA.

NO. 7A-H1335

ORDER NO. 0293

DATE 4-6-1937

25 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) (ON FRONT)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 12 17 R. M. NO

IMPRINT SAME AS ABOVE

TITLE: DL-15 A BEAUTIFUL XERAM  
FORMAL GARDEN IN MIAMI FLORIDA  
VILLA VISCAYA

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

WALL TO LEFT FOREGROUND IS A SHELL NATURAL ROCK OF FLA. ANTIQUE EFFECT ON  
GRAYISH SANDSTONE IN APPEARANCE. EXTREME EDGES OF FORMAL DESIGN OF GARDEN  
ARE MADE OF MEDIUM GREEN PLANT. IN BETWEEN BORDERS ARE COLORFUL FOLIAGE  
PLANTS OF VARIG. SHADES OF REDS, YELLOWS & CONTRASTING GREENS. SMALL TRIMMED  
DARK BUSHES IN FOREGROUND ARE DARK GREEN AUSTRALIAN PINES. TERRACE & STEPS  
ANTIQUÉ STONE. DO NOT MAKE FLOWERS & MASS OF COLORS, KEEP MORE DISTINCT.  
BE VERY CAREFUL. DO NOT MAKE TOO DARK.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

By

Date

APR 23 1937

ESTIMATE

AND WORK SCHEDULE

Cost Dept. Checked

By

Date

APR 23 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 24 1937	APR 24 1937
SKETCH				
RETOUCHING	158	6	4-24	5-1880
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		5-19	5-21 45
ENGRAVING				
HAND COLOR PROOF	102	1 1/2		
ARTIST DEPT.	102	10	6-15	6-11

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

By

DATE Filed

By

DATE Photo Returned to Customer

JUL 19 1937



THOMAS R. WEST,  
MIAMI, FLA.

NO. 7A-H1336

ORDER NO. 0290

DATE 4-16-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE <sup>LEFT</sup> UPPER, LOWER, CENTER - BORDER.	FRONT NO. <b>I</b>	R. M.	<b>NO</b>
TITLE (IN FULL) <b>A FLORIDA HOME IN A GORGEOUS TROPICAL SETTING BOT: NEAR COCONUT GROVE, MIAMI PRIVATE NO. BEFORE UPPER TITLE: M-66</b>	IMPRINT	<b>SAME AS ABOVE</b>	
COLOR DESCRIPTION		PHOTO PROPERTY OF <b>CT</b>	

HOME LIGHT CREAM WITH MEDIUM MAHOGANY STAINED SHUTTERS. ROOF SPANISH TILE  
XXX VARIGATED BROWNS, GRAYS & TERRA COTTA - NOT RED. VINE HANGING RIGHT ROOF  
& SIDE OF BLDG. IS FLAME VINE IN BLOOM, SEE 4A-H1223. (DO NOT MAKE SOLID  
MASS OF COLORING, BUT SHOW IN CLUSTERS AS IN PHOTO, ALLOWING SOME GREEN  
LEAVES TO SHOW THRU IN SPOTS.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF **YES** RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By **APR 30 1937**

AND WORK SCHEDULE

Date **APR 30 1937**

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 30 1937	APR 30 1937
SKETCH				
RETOUCHING	12	2	4-30	5-13
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	6	8	5-13	5-14
ENGRAVING				
HAND COLOR PROOF	10	12		
ARTIST DEPT.	30	9		6-8-7

DATE BLUEPRINT OK'D \_\_\_\_\_ DATE Filed \_\_\_\_\_

By \_\_\_\_\_ By \_\_\_\_\_

DATE HAND COLOR PROOF OK'D \_\_\_\_\_ DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_ By \_\_\_\_\_



THOMAS R. WEST,  
MIAMI, FLA.

NO. 7A-H1337

ORDER NO. 0290

DATE 4-16-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) "BREAKING FROM BOX" (LEFT  
UPPER BORDER). GREYHOUND RACING IN  
FLORIDA (RIGHT UPPER BORDER).  
BOT: AT MIAMI BEACH KENNEL CLUB  
PRIVATE NO. BEFORE UPPER TITLE: M-61

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

CHANGE #6 ON DOG IN FOREGROUND TO #8 FIGURE. STARTING BOX IS CREAM. #1 MAN  
DEEP DARK BLUE SUIT, WHITE CAP, GOLD BRAID & BUTTONS. #2, #27 OF CHART BLUE,  
WHITE CAP, BELT & PANTS. TRIM ON COAT, BRAID IS GOLD. #3 MAN TAKE OUT ENTIRELY  
AND FIX IN BOX. TAKE OUT POLE BEHIND BOX. DIRT TRACK. GREEN LAWN IN CENTER.  
BLANKETS ON DOGS: #1 RED, WHITE LETTER. #2 BLUE, WHITE NUMBER. #3 WHITE WITH RED  
LETTER. #4 GREEN, WHITE NUMBER. #5 BLACK WITH LIGHT GREEN NUMBER. #8 YELLOW WITH  
BLACK NUMBER. TAKE OUT BLDGS & BRIDGE ENTIRELY.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,207,776

# ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

By

Date

APR 23 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

APR 23 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 24 1937	APR 24 1937
SKETCH				
RETOUCHING	161	6	11-24	5-18 &
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	61		5-19	
ENGRAVING				
HAND COLOR PROOF		1 1/2		
ARTIST DEPT.	#27	9 3/4		

DATE BLUEPRINT OK'D

By

DATE Filed

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By



THOMAS R. WEST,  
MIAMI, FLA.

NO. 7A-H1338

ORDER NO. 0289

DATE 4-16-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE <sup>LEFT</sup> UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) LAKE PANCOAST AND  
EXCLUSIVE HOTEL SECTION, MIAMI BEACH, FLA.

PRIVATE NO. BEFORE TITLE: M-62

BOT, SMALL TYPE: PHOTO BY BERRY-HILTON CO.

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. **I** R. M. **NO**  
IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF **CT**

COLOR DESCRIPTION  
SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

**YES**

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,794,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

By

Date

APR 26 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

APR 26 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 26 1937	APR 26 1937
SKETCH				
RETOUCHING	5	7		
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING }	64		5-21	5-21 4.7.
ENGRAVING				
HAND COLOR PROOF	163	1 1/2		22 7.11.37
ARTIST DEPT.	38	9 3/4	6-14	6-15

JUL 19 1937

DATE BLUEPRINT OK'D \_\_\_\_\_

By \_\_\_\_\_

DATE Filed \_\_\_\_\_

By \_\_\_\_\_

DATE HAND COLOR PROOF OK'D \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_

*Very Very  
Rush*



THOMAS R. WEST,  
MIAMI, FLA.

NO. 7A-H2339

ORDER NO. 0289

DATE 4-16-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: <sup>LEFT</sup> UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) THE TROPICAL BATHING BEACH  
AT LUMMUS PARK, MIAMI BEACH, FLA.

BOT, SMALL TYPE: PHOTO BY MIAMI BEACH  
NEWS SERVICE

PRIVATE NO. BEFORE TITLE: M-63

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

FOR PALMS & GRASS COLORING SEE 6A-H2829. BRING OUT COCONUTS AND ADD I OR 2  
TO CENTER PALM. SEE 4A-H2129. FOR BEACH SAND & OCEAN SEE 3A-H683. LOW  
CORAL ROCK WALL COVERED WITH GREEN VINE WITH FEW SMALL WHITE BLOSSOMS.  
AUSTRALIAN PINE TREES ON LAWN IN IMMEDIATE FOREGROUND A DARK GREEN. SEA  
GRAPE TO LEFT SIDE ON WALL & UNDER PALM IN LEFT BACKGROUND HAVE GLOSSY  
MEDIUM DARK GREEN LEAVES.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

Prepared by Estimate

By

APR 23 1937

Date

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

By

APR 23 1937

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 24 1937	APR 24 1937
SKETCH				
RETOUCHING	14	5	4 - 24	5 - 13 SL
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING }	68		5 - 13	5 - 14 14.1
ENGRAVING				
HAND COLOR PROOF	12	1 1/2		17 1/2
ARTIST DEPT.	50	10	11.6. 37.	18.6. 37

DATE BLUEPRINT OK'D.

By

DATE Filed

By

DATE HAND COLOR PROOF OK'D.

DATE Photo Returned to Customer

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

14

17



HILLSBORO NEWS CO.,  
TAMPA, FLA.

NO. 7A-H1340

ORDER NO. 0265

DATE 4-16-1937

12½ M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) A GLIMPSE OF CLEARWATER,  
FLA. FROM THE MEMORIAL CAUSEWAY  
(IN SKY)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE: C-53

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

FLOWER BED TO LEFT PANSIES IN ALL SHADES OF COLOR. LARGER BUSHES ARE RED  
HIBISCUS. CEMENT BRIDGE. CHURCH IN CENTER BACKGROUND CREAM, WITH GREEN ROOF  
ON DOME. HOTEL TO RIGHT, WHITE WITH RED ROOF. AUDITORIUM TOWARDS FOREGROUND  
WHITE WITH DARK ROOF. BRING OUT WATER TO EITHER SIDE OF ROAD. TAKE OUT CAR.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,297,776

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

Date

APR 27 1937

AND WORK SCHEDULE

APR 27 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 28 1937	APR 28 1937
SKETCH				
RETOUCHING	161	3½	4 28	5-20-37
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	64		5-20	5-21-37
ENGRAVING				
HAND COLOR PROOF	160	1½	5-26	5-26-37
ARTIST DEPT.	165	9½	6-8	6-11

JUL 19 1937

DATE BLUEPRINT OK'D

DATE "Filed"

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Photo in  
7134-794  
7/30/47

ST  
24



HILLSBORO NEWS CO.,  
TAMPA, FLA.

NO. 7A-H1341

ORDER NO. 0265

DATE 4-16-1937

12<sup>1</sup>/<sub>2</sub> M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) BEAUTIFUL RESIDENCE SECTION  
ALONG DRUID ROAD, CLEARWATER, FLA.  
(IN SKY)

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE: C-73

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

MAKE BETTER PRINT OF NEG. ATT'D. BLDG. TO RIGHT IS WHITE WITH GREEN TILE ROOF.  
RED FLAME VINE ON BLDG. GREEN HEDGE. BOAT HOUSE GREEN ROOF. NICE GREEN LAWNS.  
BUSH TO RIGHT FOREGROUND WHITE & PINK BLOSSOMS. MAKE SUNSET EFFECT SIMILAR TO  
6A-H1036.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,759,729

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

APR 27 1937

AND WORK SCHEDULE

By

Date

APR 27 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 28 1937	APR 28 1937
SKETCH				
RETOUCHING	161	2 1/2	4-28	5-20 SC
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	164		5-20	5-21 45
ENGRAVING				
HAND COLOR PROOF	163	1 1/2		2-16
ARTIST DEPT.	153	8 3/4	5-8	5-110

DATE BLUEPRINT OK'D

By

DATE Filed

JUL 19 1937

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Photo in  
7-12-11-994  
7/30/47

ST  
24



HILLSBORO NEWS CO.,  
TAMPA, FLA.

NO. 7A-H1342  
ORDER NO. 0265  
DATE 4-16-1937

12<sup>1</sup>/<sub>2</sub> M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) CLEARWATER BEACH ON THE  
GULF OF MEXICO, CLEARWATER, FLA.  
(IN SKY)

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 1 R. M. YES NO  
IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE: C-74

PHOTO PROPERTY OF ~~XXXX~~ CT

HOUSE WHITE, WITH GRAY ROOF. AWNINGS GREEN & WHITE STRIPED. BEACH HUTS STRAW  
COLOR. NICE SAND BEACH. FOR GOOD WATER COLOR SEE CARD 5A-H910. NATURAL COLOR  
BOARDWALK. NICE BILLOWY CLOUD EFFECT.

*Major extra*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive Order Estimate

## ESTIMATE

Cost Dept. Checked

By *[Signature]*  
Date APR 26 1937

AND WORK SCHEDULE

By *[Signature]*  
Date APR 26 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 26 1937	APR 26 1937
BRETCU				
RETOUCHING	14	3	4-26	5-16 S
PHOTO LITHO				
BLUEPRINT STRIPPING, OPAQUING	68		5-18	5-18 H.H.
ENGRAVING				
HAND COLOR PROOF	160	1/2	5-26	5-26
ARTIST DEPT.	50	9	18, 6, 37	22, 6, 37

JUL 19 1937

DATE BLUEPRINT OK'D \_\_\_\_\_

DATE Filed \_\_\_\_\_

DATE HAND COLOR PROOF OK'D \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_

By \_\_\_\_\_

14  
5



HILLSBORO NEWS CO.,  
TAMPA, FLA.

7A-H1343

NO.

0265

ORDER NO.

4-16-1937

DATE

12½ M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

SUNSET ON CLEARWATER

TITLE (IN FULL)

BEACH, CLEAR ATER, FLA.  
(IN SKY)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

R. M.

IMPRINT

SAME AS ABOVE

PRIVATE NO. BEFORE TITLE: C-75

CT

PHOTO PROPERTY OF

MAKE GOOD SUNSET IN SKY WITH REFLECTION IN WATER. WOODEN PIER, WHITE BENCHES  
ROOF OF BLDG. IS GREEN.

YES

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

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in harmony with each other  
to make an attractive set.

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

Date

APR 27 1937

AND WORK SCHEDULE

APR 27 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 28 1937	APR 28 1937
SKETCH				
RETOUCHING	158	2½	4-28	5-22 S
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	60		5-20	5-25 A.F.
ENGRAVING				
HAND COLOR PROOF	10	1¼		
ARTIST DEPT.	154	10¼	6-23	6-28

DATE BLUEPRINT OK'D

DATE

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

ST.  
24



HILLSBORO NEWS CO.,  
TAMPA, FLA.

NO. 7A-H1344

ORDER NO. 0265

DATE 4-16-1937

12½ M ART COLORTONE POST CARDS, ~~WHITEXPOSED~~ FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) PINELLAS COUNTY COURT

HOUSE, CLEARWATER, FLA.

(IN SKY)

PRIVATE NO. BEFORE TITLE: C-76

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I

R. M.

YES No

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF

CT

COLOR DESCRIPTION

BUFF BRICK BLDG. SANDSTONE TRIM. TAN AWNINGS. WHITE WINDOW CASINGS. YELLOW  
ALAMANDER BUSHES TO LEFT. GREEN IVY ON BLDG. RED HIBISCUS HEDGE TO EITHER  
SIDE OF ENTRANCE. TAKE OUT CAR. MAKE GOOD GREEN ON LAWN.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLCBE MULTI-PLY FORMS PAT. NO. 1,207,775

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

APR 27 1937

AND WORK SCHEDULE

Date

APR 27 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 28 1937	APR 28 1937
SKETCH				
RETOUCHING	17	4	4-28	5-20 50
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	14		5-21	5-22 45
ENGRAVING				
HAND COLOR PROOF	160	1½	5-26	5-26 1937
ARTIST DEPT.	166	9	June 8	June 9th

DATE BLUEPRINT OK'D

By

DATE FILED

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

*Very Very Rush*

*Photo Mr  
7 BH 794  
7/30/47*

2

17

ST.  
24 (X)



RETURN PHOTO YES NO PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 7A-H1345

ORDER NO. 0086

DATE 4-14-1937

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER ZED FRANCIS  
UNIONTOWN, PENNSYLVANIA

12 1/2 M P.C. Group (3) SIZE 3 1/2 x 5 1/2

STYLE ART C LONTONE WHITE BORDER.

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full INTERIOR OF THE FOOD STORE AND  
RESTAURANT, ETC., AS PER COPY.

FRONT NO. 5

(All of this on address side)

R. M.

Yes

No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit Sketch Layout Retouched Photo Wash Drawing

Follow Layout

Use two new photos + photo of food  
store used on 6A H 419.

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

Color of floor in food shop showed in black + green. Same as in  
restaurant.

3 photo ret 4/20/38

PHOTO RETURNED

TO

PHOTO USED FOR

1 Ref photo 8x10  
4 1/2 x 1 1/2  
11.5  
Extra

13  
13



31

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 7A-H1346

ORDER NO. 689

DATE 4-14-1937

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER BEACH PLAZA HOTEL  
MIAMI BEACH, FLORIDA

12 1/2 M P.C.

SIZE 3 1/2 x 5 1/2

STYLE PHOTO COLLEIT FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout To customer

SEE INSTRUCTIONS ATTACHED.

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

MAKEOVER

Charge to Adm. Dept.

EST. Makeover Time Required

RETOUCHING	TIME	Not Requested in Cost Dept.
ENGRAVING		
PHOTO LITHO		
COMPOSING		
LITHO ART		
HC	1 1/2	
JUN 30 1937		



22

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

DIAL NO. 7A-H1347 ORDER NO. 0690 DATE 4-16-1937

CUSTOMER JOSEPH PERSONENI,  
NEW YORK, N.Y.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M FC

SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLOR TONE, FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full MARCIALLA (CHIANTI)  
(ETC. AS PER COPY)

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE SKETCH & INSTRUCTIONS ATTACHED.

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

see original bottle by Harold

PHOTO RETURNED

TO

PHOTO USED FOR

Reph. 5-7  
Print 1  
Print 102  
Print 134  
Print 11

10-  
6-5



HILLSBORO NEWS CO.,  
TAMPA, FLA.

NO. 7A-M348

ORDER NO. 0254

DATE 4-16-1937

12 1/2 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) IN SKY: BEAUTIFUL  
UNIVERSITY OF TAMPA, TAMPA, FLA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

DEEP RED FLOWERS FOR LETTERING ON GREEN LAWN IN FOREGROUND. WHITE & YELLOW  
FLOWERS BEHIND IT. UNIV. BLDG. RED BRICK WITH SILVER COLOR DOMES. WHITE TRIM.  
WHITE BLOSSOMS ON TREE TO LEFT.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

Executive OK of Estimate

By \_\_\_\_\_

Date APR 23 1937

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

By \_\_\_\_\_

Date APR 23 1937

OPERATION	EST. TIME Clock No. Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		APR 24 1937	APR 24 1937
SKETCH			
RETOUCHING	15 1/2 hrs 158 2 1/2 hrs 4	4 - 29	5 - 24 SC
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	1.2	4 21	5 - 25 14.5
ENGRAVING			
HAND COLOR PROOF	13		
ARTIST DEPT.	157 9 3/4	6-8	6-28

DATE BLUEPRINT OK'D \_\_\_\_\_

By \_\_\_\_\_

DATE HAND COLOR PROOF OK'D \_\_\_\_\_

By \_\_\_\_\_

DATE Paid JUL 19 1937

By \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

*Very Jerry  
Teich*



HILLSBORO NEWS CO.,  
TAMPA, FLA.

NO. 7A-M1349

ORDER NO. 0254

DATE 4-16-1937

12½ M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) IN SKY: BIRD'S-EYE VIEW OF  
DAVIS ISLANDS, SHOWING AIRPORT, TAMPA,  
FLA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

BRING OUT BLEGS. OF TAMPA IN BACKGROUND. THEY ARE MOSTLY CREAM AND BUFF &  
WHITE WITH FEW IN RED COLOR. ISLAND TO LEFT FOREGROUND NICE GREENS, ROADS LINED  
BY GREEN AUSTRALIAN PINES & HOUSES ARE CREAM STUCCO WITH RED ROOFS. AIRPORT IN  
FOREGROUND HAS WHITE HANGAR WITH DARK ROOF. CEMENT RUNWAYS. FINISH ONE RUNWAY  
AS INDICATED. CLEAN UP FOREGROUND. MAKE NICE GREENISH BLUE WATER.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,795,775

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

To

By

Date

APR 23 1937

AND WORK SCHEDULE

Date

APR 23 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 21 1937	APR 21 1937
SKETCH				
RETOUCHING	3	8	4-24	5-24 SC
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	60		5-24	5-25 KT
ENGRAVING				
HAND COLOR PROOF	40	134		5-26
ARTIST DEPT.	52	12		6-25

DATE BLUEPRINT OK'D

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

3

ST.  
18



HILLSBORO NEWS CO.,  
TAMPA, FLA.

NO. 7A-M1350

ORDER NO. 0254

DATE 4-16-1937

12½ M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) FIRST BAPTIST CHURCH, TAMPA,  
FLA.  
(IN SKY)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I

R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

TAKE OUT ALL CARS. LIGHT GRAYISH-CREAM LIMESTONE BLDG. SANDSTONE PILLARS.  
DOORS BROWN. PARTITIONS BELOW WINDOWS TO SIDES DEEP RED BRICK. ALL WINDOW  
TRIM GREEN. COOPER DOME. TAKE OUT POLES & WIRES. ALSO STREET CAR TRACK.  
PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

By APR 26 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By APR 26 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 26 1937	APR 26 1937
SKETCH				
RETOUCHING	2	7	4-26	5-20 SC
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	16		5-21	5-21 45
ENGRAVING				
HAND COLOR PROOF	160	1½	5-26	5-26 M
ARTIST DEPT.	48	8¾	6-4	6-14

JUL 19 1937

DATE BLUEPRINT OK'D \_\_\_\_\_

DATE Filed \_\_\_\_\_

By \_\_\_\_\_

By 28

DATE HAND COLOR PROOF OK'D \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_

53



HILLSBORO NEWS CO.,  
TAMPA, FLA.

NO. 7A-H1351

ORDER NO. 0254

DATE 4-16-1937

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

12-1 M ART COLORTONE POST CARDS, ~~WHITE BORDER~~ *FULL FACE*  
(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) *HOTEL FLORIDAN, TAMPA, FLA.*  
*(IN SKY)*  
*2 lines*  
FRONT NO. *I* (ALL OF THIS ON THE ADDRESS SIDE)  
IMPRINT *SAME AS ABOVE*  
R. M.  
PHOTO PROPERTY OF *CT*

COLOR DESCRIPTION  
SEE OA5037 FOR GOOD COLORING. TAKE OUT FROM FOREGROUND, ALSO ROOF TOPS OF TWO BLDGS. IN IMMEDIATE FOREGROUND. SMALL BLDGS. IN BACKGROUND MOSTLY RED & AND BROWN. TAKE OUT IRKS & MAKE AUTOS MODERN. PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

By

Date

*APR 23 1937*

Date

*APR 23 1937*

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		<i>APR 23 1937</i>	<i>APR 23 1937</i>
SKETCH			
RETOUCHING	<i>2</i>   <i>6</i>	<i>4-24</i>	<i>5-20-38</i>
PHOTO LITHO			
BLUEPRINT STRIPPING, OPAQUING	<i>6</i>	<i>5-20</i>	<i>5-21-38</i>
ENGRAVING			
HAND COLOR PROOF	<i>40</i>   <i>1 1/2</i>		<i>5-26</i>
ARTIST DEPT.	<i>100</i>   <i>11</i>	<i>May 4</i>	<i>May 5</i>

DATE BLUEPRINT OK'D

DATE *Final*

By

By *28*

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

*57*  
*18*



GULF COAST CARD CO., INC.,  
ST. PETERSBURG, FLA.

NO. 7A-H1352

ORDER NO. 0278

DATE 4-16-1937

12 1/2 M ART COLORTONE, POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. NO

TITLE (IN FULL) GREETINGS FROM ST.

IMPRINT SAME AS ABOVE

PETERSBURG, FLA.

BOT, SMALL TYPE: (C) C.T. & CO.

PRIVATE NO. UPPER RIGHT CORNER: -

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

USE NEWEST ART COLORTONE ST. PETERSBURG VIEWS. BACKGROUND SIMILAR TO  
5A-H1347. SUBMIT TWO OR THREE DIFFERENT ROUGH SKETCHES BEFORE PROCEEDING.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTIPLY FORMS PAT. NO. 1,797,775

Executive OK of Estimate

By

Date

ESTIMATE

AND WORK SCHEDULE

Cost Dept. Checked

By

Date MAY 4 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 4 1937	MAY 4 1937
SKETCH <i>lay-out</i>		13		
RETOUCHING	17	8	5-4	5-16 SL
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING }	6		5-17	5-18 H.S.
ENGRAVING				
HAND COLOR PROOF				
ARTIST DEPT.	155	17	6-21	6-22

DATE BLUEPRINT OK'D

DATE Filed JUL 19 1937

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

By



GULF COAST CARD CO., INC.,  
ST. PETERSBURG, FLA.

NO. 7A-M353

ORDER NO. 0277

DATE 4-16-1937

25 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) (ON FRONT)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 17 R. M. NO

IMPRINT SAME AS ABOVE

TITLE: S-1 SUNRISE OVER TAMPA BAY AND  
RECREATION PIER, ST. PETERSBURG, FLA.

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

SUNRISE EFFECT SAME AS 7A-H234, ALSO FOR WATER. TAKE OUT BLIMP. COLOR OF  
PIER IN BACK SEE 4A-H802. BOATS ARE WHITE AND MAHOGANY TRIM & OFTEN TAN DECK  
TOPS. USE BEST JUDGMENT FOR GREENS. LONG BLDG. ON LEFT WHITE WITH DARK  
ROOF. NO LETTERING ON ROOF.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,796,775

Executive OK of Estimates

By

APR 23 1937

Date

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

By

Date

APR 23 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 24 1937	APR 24 1937
SKETCH				
RETOUCHING	6	6	4-29	5-12 86
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING }	64		5-12	5-12 46
ENGRAVING				
HAND COLOR PROOF	63	1 1/2		
ARTIST DEPT.	53	9 3/4	5/20/37	6/2/37

DATE BLUEPRINT CK'D

By

DATE HAND COLOR PROOF CK'D

By

DATE

JUL 19 1937

By

DATE Photo Returned to Customer



GULF COAST CARD CO., INC.,  
ST. PETERSBURG, FLA.

NO. 7A-M354

ORDER NO. 0275

DATE 4-16-1937

25 M ART COLORTONE POST CARDS, WHITE BORD R

(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. I	R. M.	YES
TITLE (IN FULL) <sup>THE</sup> HEAVY TRAFFIC ON RECREATION PIER, <del>DOING THE WINTER BUSINESS</del> , ST. PETERSBURG, FLA. "THE SUNSHINE CITY"	IMPRINT	SAME AS	BOVE
PRIVATE NO. BEFORE TITLE: S-32	m 6 BH 983		
PHOTO PROPERTY OF		CT	

COLOR DESCRIPTION

FOR GOOD WATER COLOR SEE 3A-H1111. TAKE OUT FERRIS WHEEL & TWO BLEGs.  
MARKED X ON DISTANT ISLAND. LAMP POSTS SILVER COLOR. TREES IN BACKGROUND ARE MOSTLY DARK GREEN AUSTRALIAN PINES. DO NOT MAKE JUST A MASS OF GREEN, KEEP DISTINCT. TAKE OUT TWO CARS AT TURN IN FOREGROUND AS ON CARD ATT'D. NICE BILLOWY SKY EFFECT. ALSO SEE TISSUE ATTACHED.

SUBMIT: RET PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,790,775

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By APR 26 1937 Date APR 26 1937

AND WORK SCHEDULE

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 26 1937	APR 26 1937
SKETCH				
RETOUCHING	5	6 1/2	4-26	5-17
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	68		5-17	5-18
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	5-19	5-19
ARTIST DEPT.	31	10 1/2		6-1

JUL 19 1937

DATE BLUEPRINT OK'D \_\_\_\_\_ DATE Filed \_\_\_\_\_  
By \_\_\_\_\_ By \_\_\_\_\_  
DATE HAND COLOR PROOF OK'D \_\_\_\_\_ DATE Photo Returned to Customer \_\_\_\_\_  
By \_\_\_\_\_ By \_\_\_\_\_

5  
10

5  
27



GULF COAST CARD CO., INC.,  
ST. PETERSBURG, FLA.

NO. 7A-H1355

ORDER NO. 0275

DATE 4-16-1937

12½ M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: <sup>LEFT</sup> UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) FIRST AVENUE METHODIST

EPISCOPAL CHURCH, ST. PETERSBURG, FLA.

"THE SUNSHINE CITY"

PRIVATE NO. BEFORE TITLE: S-31

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. **I** R. M. **YES** no

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

SEE 99670 ATTACHED FOR COLORS. TAKE OUT FIRST PARKED CAR TO RIGHT & CAR MOVING ON STREET. TAKE OUT POLES & WIRES. MAKE NICE CLOUD EFFECT. TAKE OFF FROM FOREGROUND AS MARKED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

**YES**

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

**ESTIMATE**  
AND WORK SCHEDULE

Cost Dept. Checked

By

APR 23 1937

Date APR 23 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 24 1937	APR 24 1937
SKETCH				
RETOUCHING	158	3	4-24	5-14 80
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	68		5-14	5-14 45
ENGRAVING				
HAND COLOR PROOF	160	1½	5-17	5-18 M.H.
ARTIST DEPT.	160	9½		

DATE BLUEPRINT OK'D

DATE Paid

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

**ATTENTION!**

5 Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.



GULF COAST CARD CO., INC.,  
ST. PETERSBURG, FLA.

NO. 7A-H1356

ORDER NO. 0275

DATE 4-16-1937

12½ M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: LEFT UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) LEFT LOOKING ACROSS YACHT BASIN

TOWARD VINOY PARK HOTEL

BOT: ST. PETERSBURG, FLA. "THE SUNSHINE  
CITY"

PRIVATE NO. BEFORE UPPER TITLE: XXXX S-148

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. XXX NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

SEE 5A-H1062 FOR HOTEL COLORING. BOATS WHITE, TAN CANOPY & CURTAINS AROUND DECK.  
NICE CLOUDS SKY EFFECT. FOR WATER SEE 3A-H1111 ATTACHED. CUT DOWN AS MARKED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

ESTIMATE  
AND WORK SCHEDULE

Est Dept. Checked

By

Date

APR 23 1937

By

Date

APR 23 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 24 1937	APR 24 1937
SKETCH				
RETOUCHING	12	2	4-24	5-10 80
PHOTO-LITHO				
BLEUPRINT	68		5-11	5-12 125
STRIPPING, OPAQUING				
ENGRAVING				
HAND COLOR PROOF	163	1½		13 May
ARTIST DEPT.	152	9	5-27	

JUL 19 1937

DATE BLUEPRINT OK'D.

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D.

DATE Photo Returned to Customer

By



GULF COAST CARD CO., INC.,  
ST. PETERSBURG, FLA.

NO. 7A-11357

ORDER NO. 0276

DATE 4-16-1937

12<sup>1</sup>/<sub>2</sub> M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: <sup>LEFT</sup> UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) AERIAL VIEW OF ST. PETERSBURG  
KENNEL CLUB.

PRIVATE NO. BEFORE TITLE: S-33

BOT, SMALL TYPE: PHOTO BY WALTER DAVIS

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

CUT OFF FROM FOREGROUND FOR PROPORTION. FINISH UP CURVE OF TRACK TO L. FT. GRAN  
STAND DARK ROOF (BROWN), WHITE TRIM. CLUB HOUSE TO RIGHT WHITE, WITH VARIG.  
GRAY & R. D. ROOF. CHIMNEY RED BRICK. SMALL BLDG. BEYOND CLUB HOUSE DARK BROWN  
ROOF. BRING OUT OVAL OF TRACK GOOD. LIGHT POSTS ALL AROUND ARE WHITE. DIRT  
TRACK. CENTER OF OVAL IS GREEN LAWN, WITH FLOWERSXX BEDS IN MIDDLE & TO SIDES  
AS INDICATED IN PHOTO. DRIVEWAY IN BACK SHELL ROCK, LINED WITH PALM & RED  
HIBISCUS BUSHES. TOP OF DARK GREEN AUSTRALIAN PINES IN FOREGROUND.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL. PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,292,772

Executive OK of Estimate

By APR 26 1937

**ESTIMATE**  
AND WORK SCHEDULE

Cost Dept. Checked

By APR 26 1937  
Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Click No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 26 1937	APR 26 1937
SKETCH				
RETOUCHING	14	6	4-26	5-18 SE
PHOTO-LITHO				
BLEEDING STRIPPING, OPAQUING }	68		5-19	5-19
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	5-19	5-19
ARTIST DEPT.	167	9	6-21	6-24

JUL 19 1937

DATE BLEEDING OK'D

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

**ATTENTION!**

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.



WESLEY ANDREWS CO.,  
PORTLAND, ORE.

NO 7A-H1358

ORDER NO. 0704

DATE 4-14-1937

2 1/2 M ART COLORTONE POST CARDS

WHITE BORDER.

PLACE OF TITLE (UPPER, LOWER, CENTER - BORDER.)

FRONT NO. 19

R. M. NO

TITLE (IN FULL) BUSINESS DISTRICT FROM  
BROADWAY AND SALMON STREETS, PORTLAND,  
OREGON.

IMPRINT SAME AS ABOVE.

PRIVATE NO. BEFORE TITLE.- 703.  
LOWER LEFT- SMALL TYPE. PHOTO BY  
WESLEY ANDREWS.

PHOTO PROPERTY OF CUSTOMEER.

COLOR DESCRIPTION

SEE PHOTO NO. 0A5304.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

## ESTIMATE

Cost Dept. Checked

By

By

Date

APR 27 1937

AND WORK SCHEDULE

Date

APR 27 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 28 1937	APR 28 1937
SKETCH				
RETOUCHING	5	7	4-28	5-7
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	18		5-8	5-10
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	5-11	5-11
ARTIST DEPT.	160	11	5-28	5-29

DATE BLUEPRINT OK'D

DATE PROOF

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

4 - 3 1/2  
5 - 3 1/2

ST  
22



WESLEY ANDREWS CO.,  
PORTLAND, ORE.

NO 7A-M359

ORDER NO 0704

DATE 4-14-1937

L<sup>1</sup>/<sub>4</sub> M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 19

R. M. NO

TITLE (IN FULL) BROADWAY FROM TAYLOR STREET AT NIGHT, PORTLAND, OREGON. SAME AS ABOVE.

PRIVATE NO. BEFORE TITLE. - 716  
LOWER LEFT • SMALL TYPE. PHOTO BY  
WESLEY ANDREWS.

PHOTO PROPERTY OF CUSTOMER.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

MAKEOVER

CHARGE TO L.V. Dept.

EST. Makeover Time Required

	TIME	
RETOUCHING	2	Time Reported to Est Dept.
PHOTO-LITHO	1	By <i>DE</i>
COMPOSING		
ART DEPT.		By MAY 2 31
ENGRAVING		

Executive OK of Estimate

By *DE*  
Date APR 23 1937

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

By *DE*  
Date APR 23 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 24 1937	APR 24 1937
SKETCH				
RETOUCHING	3	5	4-24	5-12 SE.
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	11		5-3	5-13 4A.
ENGRAVING				
HAND COLOR PROOF		1 1/2		
ARTIST DEPT.	31	9:15		6-4 13th

DATE BLUEPRINT OK'D

By

DATE PROOF

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

JUL 19 1937

*2* *WHD*  
*2001*

*Bl- 2h*

*Off 5-27*



WESLEY ANDREWS CO.,  
PORTLAND, ORE.

NO. 7A-M1360

ORDER NO. 0704

DATE 4-14-1937

12 1/2 M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: <sup>LEFT</sup> UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) BROADWAY FROM MAIN STREET,  
LOOKING NORTH, NEW FEDERAL BUILDING AT  
RIGHT, PORTLAND, OREGON

PRIVATE NO. BEFORE TITLE.- 730  
LOWER LEFT- SMALL TYPE. PHOTO BY  
WESLEY ANDREWS.

COLOR DESCRIPTION

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 19 NO  
IMPRINT SAME AS ABOVE.

PHOTO PROPERTY OF CUSTOMER

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLCDE MULTI-PLY FORMS PAT. NO. 1,297,774

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

By

Date APR 23 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date APR 23 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETING
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 21 1937	APR 24 1937
SKETCH				
RETOUCHING	14	7	4-24	5-7 80
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING }	68		5-7	5-7
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	5-10	5-10-1937
ARTIST DEPT.	52	10	5/25	6/1

JUL 19 1937

DATE BLUEPRINT OK'D

DATE Paid

By

DATE HAND COLOR PROOF OK'D

By

DATE Photo Returned to Customer

By



WESLEY ANDREWS CO.,  
PORTLAND, ORE.

NO. 7A-H1361

ORDER NO. 0704

DATE 4-14-1937

12<sup>1</sup> M ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 19 R. M. YES

TITLE (IN FULL) THE UNION STATION, PORTLAND,  
OREGON

IMPRINT SAME AS ABOVE.

PRIVATE NO. BEFORE TITLE.- 731

LOWER LEFT- SMALL TYPE. PHOTO BY  
WESLEY ANDREWS.

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,775

Executive OK of Estimate

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By 10-1  
Date APR 27 1937

By 10-1  
Date APR 27 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 28 1937	APR 28 1937
SKETCH				
RETOUCHING	17	5	4-28	5-7 SE
PHOTO LITHO				
BLUEPRINT STRIPPING, OPAQUING	68		5-7	5-7 K.S.
ENGRAVING				
HAND COLOR PROOF	160	15	5-10	5-10 M.H.
ARTIST DEPT.	30	9 <sup>3</sup> / <sub>4</sub>		5-29-7 Bth

DATE BLUEPRINT OK'D \_\_\_\_\_

DATE Printed \_\_\_\_\_

By \_\_\_\_\_

By 28

DATE HAND COLOR PROOF OK'D \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

R.

17

ST  
22



WESLEY ANDREWS CO.,  
PORTLAND, ORE.

NO 7A-M362

ORDER No. 0704

DATE 4-14-1937

12<sup>1</sup> M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE (UPPER, LOWER, CENTER - BORDER.)

FRONT NO. 19

R. M. YES

TITLE (IN FULL) AIR VIEW LOOKING NORTHWEST

IMPRINT SAME AS ABOVE.

SHOWING PUBLIC MARKET WATERFRONT, PORTLAND,  
OREGON.

PRIVATE NO. BEFORE TITLE - 732  
LOWER LEFT SMALL TYPE. PHOTO BY  
WESLEY ANDREWS.

PHOTO PROPERTY OF

CUSTOMER.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

## ESTIMATE

Cost Dept. Checked

By APR 27 1937

AND WORK SCHEDULE

By APR 27 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 28 1937	APR 28 1937
SKETCH				
RETOUCHING	3	10	4-28	5-10 SL.
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	6		5	5-10 145
ENGRAVING				
HAND COLOR PROOF	10	2		
ARTIST DEPT.	51	14	6-2	6-5

JUL 19 1937

DATE BLUEPRINT ORD

DATE 28

By

By

DATE HAND COLOR PROOF ORD

DATE Photo Returned to Customer

By

By



WESLEY ANDREWS CO.,  
PORTLAND, ORE.

NO 7A-M363

ORDER NO 0704

DATE 4-14-1937

12½ M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE <sup>LEFT</sup> UPPER, LOWER, CENTER - BORDER.

FRONT No 19

R. M. YES

TITLE (IN FULL) BRIDGE OF THE GODS BETWEEN  
EVERGREEN HIGHWAY, WASH., AND COLUMBIA  
RIVER, HIGHWAY, OREGON.

IMPRINT SAME AS ABOVE.

PRIVATE NO. BEFORE TITLE.- 866

LOWER LEFT \* SMALL TYPE. PHOTO BY  
WESLEY ANDREWS.

PHOTO PROPERTY OF CUSTOMER.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,797,775

Executive OK of Estimate

By

Date APR 27 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date APR 27 1937

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		APR 28 1937	APR 28 1937
SKETCH			
RETOUCHING	8 5	4-28	5-12-37
PHOTO-LITHO			
BLENDING			
STRIPPING, OPAQUING	1 1	5 3	5 13 37
ENGRAVING			
HAND COLOR PROOF	163 1 3/4		14 3
ARTIST DEPT.	34 12 3/4	6-3-37	6-7-37 F.W.

DATE BLUEPRINT OK'D

By

DATE FILED

JUL 19 1937

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

George 5X7  
R

~~Handwritten scribbles and signatures~~

8

51  
62



SOLD BY L.B. HOLISTER,  
IMPORTER & JOBBER, LEAD, SO. DAK.

NO. 7A-H1364

ORDER NO. 0697

DATE 4-15-1937

12½ M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) GREETINGS FROM THE BLACK  
HILLS, SO. DAK.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE.

PRIVATE NO. BEFORE TITLE - 39.

© C.T. & Co

PHOTO PROPERTY OF CUSTOMER.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED. TOUCH OUT SPOTS ON EXTREME  
LEFT AND FILL IN TREES AND MTS. ROCKS ARE GREY AND BUFF.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

also  
6CK 2959

OK

Executive Order/Estimate

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 4 1937	MAY 8 1937
SKETCH	2	11		
RETOUCHING	2	6	5-4	5-10 20
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPACUING	64		5 17	5-20 18
ENGRAVING				
HAND COLOR PROOF				
ARTIST DEPT.		16½		

DATE BLUEPRINT OK'D

By

DATE PROOF

By

DATE HAND COLOR PROOF OK'D

By

DATE Photo Returned to Customer

JUL 19 1937

13

2-8

55



SOLD BY L. B. HOLLISTER,  
IMPORTER & JOBBER, LEAD, SO. DAK.

NO 7AH1365

ORDER NO. 0697

DATE 4-15-1937

12 1/2 M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) HOMESTAKE MINING CO.  
MILLS AND SHOPS, LEAD, SO. DAK.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1  
IMPRINT

R. M. *yes*  
SAME AS ABOVE.

PRIVATE NO. BEFORE TITLE.- 5

PHOTO PROPERTY OF CUSTOMER.

COLOR DESCRIPTION TAKE OUT POLE AND SMALL SIGN IN FOREGROUND.  
FOR COLORS SEE PHOTO NO. 91197.  
*Card*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

By

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			5-11-37	5-11-37
SKETCH				
RETOUCHING	169	2 1/2	5-10	5-11-37
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	14		5-13	5-15-37
ENGRAVING				
HAND COLOR PROOF	163	1 1/2		5-15-37
ARTIST DEPT.	50	9 1/2		5-25-37

DATE BLUEPRINT OK'D

By

DATE *Plod*

By *JS*

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

# ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

*R*



SOLD BY L. B. HOLLISTER,  
IMPORTER & JOBBER, LEAD, SO. DAK.

NO. 7A-H1366

ORDER NO. 0697

DATE 4-15-1937

12 1/2 M ART COLORTONE POST CARDS  
(ALL OF THIS ON THE PICTURE SIDE)

WHITE BORDER.  
(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, (LOWER) CENTER - BORDER.

TITLE (IN FULL) ADAMS MEMORIAL MUSEUM,  
DEADWOOD, SO. DAK.

FRONT NO. 1 R. M. NO  
IMPRINT SAME AS ABOVE.

PRIVATE NO. BEFORE TITLE.- 80

PHOTO PROPERTY OF CUSTOMER.

COLOR DESCRIPTION

" BLDG.- LIGHT BUFF BRICK. LT. STONE TRIM. GREY STONE  
BASE. BLDG. ON LEFT- GREY STONE. MINING INSIGNA "PICKSHOVEL AND  
PAN" ABOVE DOORS- BLACK.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,297,776

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK'd *[Signature]*

ESTIMATE

Cost Dept. Checked

By

By

Date

Date

APR 23 1937

AND WORK SCHEDULE

APR 23 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			4-23-37	4-24-37
SKETCH	1			
RETOUCHING	4	3	4-24	5-12 SL
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	88		5-13	5-13 45
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	5-14	5-14-
ARTIST DEPT.	150	9	5-28	6-2

DATE BLUEPRINT OK'D

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

ST.  
18



SOLD BY L. B. HOLLISTER,  
IMPORTER & JOBBER, LEAD, SO. D.K.

NO. 7A-H1367

ORDER NO. 0697

DATE 4-15-1937

12 1/2 M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) MT. RUSHMORE NATIONAL MEMORIAL, BLACK HILLS, SO, D.K.

FRONT NO. 1  
IMPRINT

(ALL OF THIS ON THE ADDRESS SIDE)  
R. M. NO  
SAME AS ABOVE.

PRIVATE NO. BEFORE TITLE.- 49.

PHOTO PROPERTY OF CUSTOMER.

COLOR DESCRIPTION

ROCK-LIGHT AND DARK GREY. NOTE: FACES OF "WASHINGTON AND JEFFERSON" ARE MOST IMPORTANT FEATURE- BRING THEM OUT PLAINLY. SEE PHOTO NO. ATTACHED FOR BETTER DETAIL. use position as marked

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,758,225

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

To

Date

By

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 28 1937	APR 28 1937
SKETCH				
RETOUCHING	156	2	May 11	May 14 36
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	64		5-14	5-15 45
ENGRAVING				
HAND COLOR PROOF	163	1 1/2		11 1937
ARTIST DEPT.	27	9 1/2		JUL 19 1937

DATE BLUEPRINT OK'D

By

DATE PROOF

By

DATE HAND-COLOR PROOF OK'D

DATE Photo Returned to Customer

By

ST.  
22



SOLD BY L. B. HOLLISTER,  
IMPORTER & JOBBER, LEAD, SO. DAK.

NO. 7A-H1368

ORDER NO. 0697

DATE 4-15-1937

12½ M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

BIRD'S-EYE VIEW OF LEAD

IMPRINT

SAME AS ABOVE,

SO. DAK.

PRIVATE NO. BEFORE TITLE. \*29

PHOTO PROPERTY OF

CUSTOMER.

COLOR DESCRIPTION

CUT OFF AS MARKED.

COLORS AS CARD ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive O.K. of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

APR 23 1937 A.D. WORK SCHEDULE

Date

APR 23 1937

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		APR 24 1937	APR 24 1937
SKETCH			
RETOUCHING	12 2	4-24	5-11 St.
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	68	5-11	5-12 H.S.
ENGRAVING			
HAND COLOR PROOF	160 134	5-13	5-13 M.P.
ARTIST DEPT.	84 123	6-2-37	6-3-37 F.W.

JUL 19 1937

DATE BLUEPRINT O.K'D

DATE Filed

By

By

DATE HAND COLOR PROOF O.K'D

DATE Photo Returned to Customer

By

12

ST.  
18



GEO. LEUSCH,  
MICHIGAN CITY, IND.

NO. 7A-H1369

ORDER NO. 0735

DATE 4-16-1937

6 M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL) WHEN THE PERCH ARE BITING  
AT MICHIGAN CITY, IND.

IMPRINT SAME AS ABOVE.

PHOTO PROPERTY OF

C.T. & CO.

COLOR DESCRIPTION

SEE PHOTO NO. 77752 FOR COLORS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,759,773

Executive OK of Order

By

APR 26 1937

Date

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

APR 26 1937

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 26 1937	APR 26 1937
SKETCH				
RETOUCHING	12	1	4-26	4-29 SL
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	6.8		5-3	5-4-45
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	5-6-	5-6 M.H.
ARTIST DEPT.	46	8 3/4	5-22-37	5-25-37

DATE BLUEPRINT OK'D

By

DATE Filed

By

DATE HAND COLOR STOCK OK'D

DATE Photo Returned to Customer

## MAKEOVER

Charge to

L.U.

Dept.

EST. Makeover Time Required

	TIME	Time Allowed in Cost Dept.
RETOUCHING	1 1/2	
PHOTO-LITHO		APR 30 1937
COMPOSING		
ART DEPT.		
ENGRAVING		

*Calh*

5  
23



CRYSTAL RIVER CAVE CAMP  
CAVE CITY, ARK.

NO. 7A-H1370

ORDER NO. 0736

DATE 4-16-1937

6 M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. YES

TITLE (IN FULL) CRYSTAL RIVER CAVE CAMP

IMPRINT NONE

CAVE CITY, ARK.

PHOTO PROPERTY OF CUSTOMER.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

Day APR 26 1937

AND WORK SCHEDULE

By Date APR 26 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 26 1937	APR 26 1937
SKETCH				
RETOUCHING	169	4	4-26	5-4 51
PHOTO-LITHO				
BLENDING STRIPPING, OPAQUING	68		5-4	5-4 58
ENGRAVING				
HAND COLOR PROOF	163	1 1/2		6 1/2
ARTIST DEPT.	30	4		5-11 10 3/4

DATE BLUEPRINT OK'D

DATE Made JUL 19 1937

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

By



STANLEY A. PILTZ COMPANY,  
SAN FRANCISCO, CALIF.

NO. **7A-H1372**

ORDER NO. **0740**

DATE **4-16-1937**

**25 M ART COLORTONE POST CARDS**

**WHITE BORDER.**

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: **UPPER, LOWER, CENTER - BORDER.**

TITLE (IN FULL)  
**VIEW OF GOVERNMENT WHARF  
AND ALCATRAZ ISLAND FROM FT. MASON,  
SAN FRANCISCO, CALIF.**

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. **6** R. M. **YES**  
IMPRINT **SAME AS ABOVE.**

**PUT AT BOTTOM OF MESSAGE  
SPACE. (PICTORIAL WONDERLAND)**

**PRIVATE NO. AT EXTREME RIGHT IN  
UPPER BORDER. & ALSO AT BOTTOM OF  
DIVIDING LINE ON FRONT.**

PHOTO PROPERTY OF **C.T. & CO.**

COLOR DESCRIPTION **SEE TISSUE ATTACHED. FOR COLORING EFFECT SEE PHOTO  
NO. 2A-H797 & 2A-H764.**

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF **YES**

RETURN PHOTO.

**CURT TEICH & COMPANY, INC., CHICAGO**  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,799,775

Executive OK of Estimate

**ESTIMATE**

Cost Dept. Checked

By **[Signature]**  
Date **APR 23 1937**

**AND WORK SCHEDULE**

By **[Signature]**  
Date **APR 23 1937**

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		<b>APR 24 1937</b>	<b>APR 24 1937</b>
SKETCH			
RETOUCHING	<b>158</b> <b>5</b>	<b>4-24</b>	<b>5-12 SC</b>
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	<b>68</b>	<b>5-28-37</b>	<b>5-16 K.D.</b>
ENGRAVING			
HAND COLOR PROOF	<b>13</b> <b>1 1/2</b>		<b>5-16</b>
ARTIST DEPT.	<b>37</b> <b>9</b>	<b>6-11-37</b>	<b>6-14-37 B.H.</b>

DATE BLUEPRINT ORD \_\_\_\_\_

DATE **Filed** \_\_\_\_\_

By \_\_\_\_\_

By **[Signature]**

DATE HAND COLOR PROOF ORD \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_

**ATTENTION!**

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

*Very Rush*

ST.  
18



EYER'S STUDIO  
MAYSVILLE, KY.

NO. 7A-H1373

ORDER NO. 0321

DATE 4-16-1937

12 1/2 M ART COLOR TONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) FLOOD VIEW ON SECOND

IMPRINT NONE

STREET, JANUARY, 1937, MAYSVILLE, KY.

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

APR 23 1937

AND WORK SCHEDULE

By

APR 23 1937

Date

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 24 1937	APR 24 1937
SKETCH				
RETOUCHING	4	2	4-24	4-29
PHOTO-LITHO				-1
BLEUPRINT STRIPPING, OPAQUING	65		4-29	4-29 H.S.
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	5-3	5-3 M.B.
ARTIST DEPT.	165	9 1/2	5-12	

DATE BLUEPRINT OK'D.

DATE Filed JUL 19 1937

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.



EYER'S STUDIO  
MAYSVILLE, KY.

NO. 7A-HL374

ORDER NO. 0321

DATE 4-16-1937

12 $\frac{1}{2}$  M ART COLORTONE POST CARD WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) GENERAL VIEW OF MAYSVILLE,  
KY. FROM BUFFALO TRACE

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Estimate OK

# ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By Date APR 26 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 26 1937	APR 26 1937
SKETCH				
RETOUCHING	8	5	4-26	4-29
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	65		4-29	4-30
ENGRAVING				
HAND COLOR PROOF	40	13/4		5-5
ARTIST DEPT.	165	12	5-12	

DATE BLUEPRINT ORD

DATE Filed JUL 19 1937

By

By

DATE HAND COLOR PROOF ORD

DATE Photo Returned to Customer

By

8

ST.  
23



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

DIAL No. 7A-H1375 ORDER NO. 0331 DATE 4-16-1937

CUSTOMER THAYER MC NEIL  
BOSTON MASS.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M PC SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R.M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C.T. Imprint No Imprint

*no. on front.*

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATTACHED

PHOTO LITHO  
Rephoto

NEG.NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

*Very Rush*

PHOTO RETURNED

TO

PHOTO USED FOR

*Art 55  
HC 131  
Plot #2*

*#27*



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER  
RETURN PHOTO YES NO

DIAL NO. 7A-H1376 ORDER NO. 0332 DATE 4-16-1937

CUSTOMER

NORMANDY PLAZA HOTEL

MIAMI BEACH, FLA.

25M PC

SIZE

3 1/2 x 5 1/2

STYLE PHOTO COLORIT WHITE

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

TOP 1/4 NORMANDY PLAZA HOTEL;  
MIAMI BEACH, FLORIDA

BOT: ON THE OCEAN

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE SKETCH & INSTRUCTIONS ATTACHED.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

C12  
Photos for  
this Customer

FRONT NO. 5

(All of this on add)

BORDER

Yes No

R.M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from — Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

PHOTO RETURNED

TO

PHOTO USED FOR

Ref 10.  
Ref 12  
Ref 11.0

Car - 28C-3/4

MAKEOVER

Charge to \_\_\_\_\_ Dept.

EST. Makeover Time Required

	TIME	Time Recorded in Copy Dept.
RETOUCHING		
PHOTO LITHO		
COM. LITHO		
ART DEPT. H	3/4	
ENGRAVING		

MAY - 4 1937

ST.  
9



GEO. W. RUSSELL, ROCHESTER, MINN.

NO. 7A-H1377

ORDER NO. 0752

DATE 4-16-1937

6 M

ART COLOR TONE POST CARDS

WHITE BORDER.

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) BATH HOUSE, ROCHESTER, MINN.

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE.

PHOTO PROPERTY OF CUSTOMER.

COLOR DESCRIPTION (SEE INSTRUCTIONS ATTACHED) THE BATH HOUSES ARE WHITE WITH GREEN ROOFS AND GREEN SHUTTERS. THE GRASS, OF COURSE IS GREEN, AND THE GRAVELED WALKS ARE WHITE. THE LIFE GUARDS' UMBRELLA IS A TAN AND GREEN STRIPE AND FENCE IS SILVER. THE WATER TOWER IN THE DISTANCE IS ALSO SILVER. THE "NO PARKING" SIGN IS BLACK ON WHITE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOLOR PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS 11 PAT. NO. 1,297,775

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

in 1CP-1912

R

Executive OK of Estimate

By

Date

## ESTIMATE AND WORK SCHEDULE

Cost Dept. (Checked)

By

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 24 1937	APR 24 1937
SKETCH				
RETOUCHING	6	3	4-24	5-4 SL
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING }	64		5-4	5-4 145
ENGRAVING				
HAND COLOR PROOF	16	14	5-8	5-8-145
ARTIST DEPT.	49	84	6-11	6-15 WR

JUL 19 1937

DATE BLUEPRINT OK'D

By

DATE FILED

By

DATE HAND COLOR PROOF OK'D

By

DATE Photo Returned to Customer

## MAKEOVER

Charge to LV Dept.

EST. Makeover Time Required

	TIME	Time Recorded in Est. Dept.
RETOUCHING	1	
PHOTO-LITHO		MAY 14 1937
COMPOSING		Date
ART DEPT. HC	1/4	By QH
ENGRAVING		

Calp

Off 5-14



GEO. W. RUSSELL,  
ROCHESTER, MINN.

NO. 7AH1378

ORDER No. 0752

DATE 4-16-1937

6 M ART COLORED POST CARDS

(ALL OF THIS ON THE PICTURE SIDE)

WHITE BORDER.

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) COURT HOUSE, ROCHESTER,  
MINN.

FRONT No. 1 R. M. NO

IMPRINT SAME AS ABOVE.

PHOTO PROPERTY OF CUSTOMER.

COLOR DESCRIPTION

THE BRICKS HAVE BEEN PAINTED IN ALTERNATING SHADE OF  
LIGHT AND DARK TAN. THE DOME AND STATUE ON TOP OF THE DOME ARE  
NOW A SILVERY COLOR. WITH THESE EXCEPTIONS YOU COULD USE THE  
SAME PICTURE AS FRERLY.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,759,775

Executive OK of Estimate

By

Date APR 28 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date APR 28 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 28 1937	APR 28 1937
SKETCH				
RETOUCHING	5	3 1/2		
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	64		5 - 6	5 - 7 49.
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	5 - 7	5 - 7 11/11.
ARTIST DEPT.	116	9	5-17-37	5-18-37

JUL 14 1937

DATE BLUEPRINT OK'D.

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

## ATTENTION!

2 Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Very Jerry  
Rush



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

DIAL No. 7A-H1379

ORDER NO.

0342 DATE 4-16-1937

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

CUSTOMER

LUBBOCK HILTON HOTEL,  
LUBBOCK, TEX.

Photos for  
this Customer

25 M PC

SIZE

3 1/2 x 5 1/2

STYLE

ART COLORTONE, ~~WHITE~~

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

THE HILTON HOTELS IN TEXAS

(ETC. AS PER COPY)

FRONT NO. 5

(All of this on address side)

R. M.

Yes

No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

PHOTO LITHO

Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12

\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

*Layout 1 1/2*  
*Ret 5*  
*He 20*  
*Shed 10*  
*Mr*

2



31

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 7A-H1380 ✓ ORDER NO. 0343 DATE 4-16-1937

CUSTOMER THE SEACREST,  
DELRAY BEACH, FLA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12½ M PC SIZE 3½ x 5½

STYLE ~~ARTIST~~ PHOTO COLORIT WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full TOP: AERIAL VIEW OF THE SEACREST AND  
ITS BEAUTIFUL SURROUNDINGS  
BOT: ON THE OCEAN, DELRAY BEACH, FLORIDA

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATTACHED.

PHOTO LITHO  
Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Neg 120  
Dry — Wet — Pancromatic — Color Separation. Neg 133  
Transfer — Paper Process — New Process. Neg 150  
Stripping — White Border — Full Face. Neg 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

YES NO

RETURN PHOTO

5 — 5

6 — 9 hrs

Ret 14  
JLP 13  
JLP 12 1/2  
Mm

153



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

# ADV. ORDER

DIAL No. 7A-M1381 ORDER NO. 0343 DATE 7-20-1937

CUSTOMER THE SEACREST,  
DELRAY BEACH, FLA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 1/2 M PC

SIZE

3 1/2 x 5 1/2

STYLE PHOTO COLORIT

WHITE BORDER AT

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

TOP: THE SEACREST DELRAY BEACH,  
FLORIDA

BOT: ON THE OCEAN

FRONT NO. 5

R. M.

Yes

No

R.M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE SKETCH ATTACHED.

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

120

Dry — Wet — Pancromatic — Color Separation.

133

Transfer — Paper Process — New Process.

150

Stripping — White Border — Full Face.

175

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

PHOTO RETURNED

TO

PHOTO USED FOR

Ret 6 1/2  
H.C. 1 1/2  
L.A. 9 1/2

gm

93



MARKEN & BIELFELD, INC.,  
FREDERICK, MD.

NO 7A-H1382

ORDER NO. 0757

DATE 4-17-1937

12 1/2 M

ART COLORED POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE (UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) SHENANDOAH RIVER LOOKING  
TOWARD CHIMNEY ROCK, VIRGINIA.

FRONT NO 14

R. M. YES

IMPRINT SAME AS ABOVE.

PRIVATE NO. BEFORE TITLE.- 146.

PUT PLATE NO. ON FRONT AT BOTTOM

PHOTO PROPERTY OF

CUSTOMER.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOLOR PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

By *[Signature]*  
Date APR 26 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By *[Signature]*  
Date APR 26 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP				
SKETCH				
RETOUCHING		1 1/2	4-26	May 4 '37
PHOTO LITHO				
BLUEPRINT STRIPPING, OPAQUING	67		5	5-7 47
ENGRAVING				
HAND COLOR PROOF	163	1 1/2		7 May
ARTIST DEPT.	151	9	5-21	5-22

DATE BLUEPRINT OK'D \_\_\_\_\_

DATE *Filed* \_\_\_\_\_

JUL 19 1937

By \_\_\_\_\_

By *[Signature]*

DATE HAND COLOR PROOF OK'D \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all runs or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

*Very Sorry  
Rush*



MARKEN & BIELFELD, INC.,  
FREDERICK MD.

NO 7A-H1383

ORDER NO 0757

DATE 4-17-1937

12 1/2 M ART COLORED POST CARDS WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 14

R. M. YES

TITLE (IN FULL) FISHING IN GEORGE WASHINGTON  
NATIONAL FOREST, VIRGINIA.

PRINT SAME AS ABOVE.

PUT PLATE NO. ON FRONT AT BOTTOM

PRIVATE NO. BEFORE TITLE, - 147.

PHOTO PROPERTY OF

CUSTOMER.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date APR 26 1937

AND WORK SCHEDULE

Date

APR 26 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 26 1937	APR 26 1937
SKETCH				
RETOUCHING	6	1 1/2	4 - 20	5 - 3 SC
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING }	1		5 - 3	5 - 4
ENGRAVING				
HAND COLOR PROOF	163	1 1/2		7 May
ARTIST DEPT.	151	9 1/2		5 - 21

JUL 19 1937

DATE BLUEPRINT OK'D

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

By

ST.  
13



MARKEN & BIELFELD, INC.,  
FREDERICK MD.

NO. 7A-H1384

ORDER NO. 0757

DATE 4-17-1937

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

12 1/2 M ART COLORTONE POST CARDS (ALL OF THIS ON THE PICTURE SIDE)		WHITE BORDER. (ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: <u>UPPER</u> LOWER, CENTER - BORDER.		FRONT NO. 14 R. M. YES	
TITLE (IN FULL) SECTION OF WATERSHED OF CITY OF STAUNTON, VIRGINIA.		IMPRINT SAME AS ABOVE.	
PRIVATE NO. BEFORE TITLE. - 148		PUT PLATE NO. ON FRONT AT BOTTOM	
COLOR DESCRIPTION		PHOTO PROPERTY OF CUSTOMER.	
SEE INSTRUCTIONS ATTACHED.			

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,292,775

Executive OK of Estimate

# ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By APR 23 1937 Date APR 23 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 23 1937	APR 24 1937
SKETCH				
RETOUCHING	12	1	4-24	5-30
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	68		5-3	5-4
ENGRAVING				
HAND COLOR PROOF	163	1/2		7 May 1
ARTIST DEPT.	52	9 1/2	5/17/	5/26/

DATE BLUEPRINT OK'D \_\_\_\_\_ DATE Filed APR 29 1937

By \_\_\_\_\_ By JHS

DATE HAND COLOR PROOF OK'D \_\_\_\_\_ DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_



MARKEN & BIELFELD, INC.,  
FREDERICK, MD.

NO. 7A-H1385

ORDER NO. 0735

DATE 4-17-1937

12½ M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) U.S. ARMY REMOUNT DEPOT,  
FRONT ROYAL, VA.

FRONT NO. 14 R. M. NO

IMPRINT SAME AS ABOVE.

PRIVATE NO. BEFORE TITLE

lower right corner - 149

PUT PLATE NO. ON FRONT AT BOTTOM

PHOTO PROPERTY OF C.T. & CO.

COLOR DESCRIPTION MAKE MOUNTAINS DEEP GREEN. INCREASE SIZE OF  
BLDGS.. HILLS AND MTS. ARE GREEN.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,754,775

Executive OK of Estimate

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

By

Date

Date

APR 27 1937

APR 27 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 28 1937	APR 28 1937
SKETCH				
RETOUCHING	12	1	4 - 2.5	5 - 4.5
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	68		5 - 4	5 - 4 1/2
ENGRAVING				
HAND COLOR PROOF	103	13		7 May
ARTIST DEPT.	31	9 3/4		6 - 11 1/2

JUL 19 1937

DATE BLUEPRINT OK'D

DATE PROOF

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.



MARKEN & BIELFELD, INC.,  
FREDERICK, MD.

NO. 7A-H1386

ORDER NO. 0755

DATE 4-17-1937

12<sup>3</sup>M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 14 R. M. NO

TITLE (IN FULL) RANDOLPH MACON ACADEMY,  
FRONT ROYAL, VA.

IMPRINT SAME AS ABOVE.

PRIVATE NO. BEFORE TITLE.--

PUT PLATE NO. ON FRONT AT BOTTOM

PHOTO PROPERTY OF

CUSTOMER.

COLOR DESCRIPTION

DARK RED BRICK. WHITE CONICE AND COLUMNS AND SLATE  
ROOF TRIM. COPPER ROOF AND DOME AND TOP TOWER. SHOW FLAG ON POLE.  
SHOW FOLIAGE ON TREES.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By APR 27 1937

AND WORK SCHEDULE

By APR 27 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 28 1937	APR 28 1937
SKETCH				
RETOUCHING	14	5 1/2	4-28	5-3 SC
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	1	-	5-4	5-4
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	5-5	5-5
ARTIST DEPT.	150	9 1/2	6-2	

DATE BLUEPRINT OK'D

DATE FILED

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.



MARKEN & BIELFELD, INC.,  
FREDERICK, MD.

NO. 7A-41387

ORDER NO. 0755

DATE 4-17-1937

12 1/2 M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 14 R. MNO

TITLE (IN FULL) WARREN COUNTY COURT HOUSE,  
FRONT ROYAL, VA.

IMPRINT SAME AS ABOVE.

private NO. BEFORE TITLE -

PUT PLATE NO. ON FRONT AT BOTTOM

COLOR DESCRIPTION

PHOTO PROPERTY OF

CUSTOMER.

DARK GRAY LIME DTONE. WHITE COLUMNS AND CORNICE AND  
TOWER. MONUMENT LIGHT GRAY. GREEN HEDGE. DARK BRONZE CANNON AND  
CARRIAGE. REMOVE AUTOMOBILE AND BLDGS. ON LEFT. CLEAN UP CURB.  
SHOW FOLIAGE ON TREES. CROPP 1/2 INCH FROM BOTTOM OF PHOTO

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By APR 23 1937 AND WORK SCHEDULE

Date APR 23 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 24 1937	APR 24 1937
SKETCH				
RETOUCHING	17	4	4-24	5-4 SL
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	68		5-4	5-5 4.5
ENGRAVING				
HAND COLOR PROOF	160	1 1/4	5-5	5-5 MG
ARTIST DEPT.		9		6-10 JH

JUL 19 1937

DATE BLUEPRINT OK'D

DATE PROOF

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By



38

PHOTO PROPERTY OF C. T. &amp; CO. — CUSTOMER

RETURN PHOTO YES NO

DIAL NO. 7A-H1388 ORDER NO. 0390 DATE 4-21-1937CUSTOMER ISLE ROYALE HOTEL  
SYDNEY, NOVA SCOTIADEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer6 M PC SIZE 3 1/2 x 5 1/2STYLE PHOTO COLORIT, WHITE BORDERPLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full ISLE ROYALE HOTEL SYDNEY, NOVA SCOTIA(All of this on address side)  
FRONT NO. 5 R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

## RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

MAKE REPHOTO OF COLORED PHOTO

by H.

PHOTO LITHO  
Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

## COLOR DESCRIPTION

COLOR STRUCTURE SIMILAR TO COLORING ON 6A-H416. (SEE INSTRUCTIONS ATTACHED.)

Large photo

PHOTO RETURNED

TO

PHOTO USED FOR

1 Rephoto 8 x 10

Ret 9

H.C. 1 1/2

L.A. 10 1/2

One More to be made

M.V.

14-1

17-8



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

DIAL NO. 7A-H1389 ORDER NO. 0764  
CUSTOMER JACOBSON BROS.,  
NEW YORK CITY, NEW YORK

DATE 12-19-37

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M P.C. SIZE 3 1/2 x 5 1/2

STYLE ART OLD TONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full HERE'S SUMMER 1937 AT A GLANCE.,  
ETC., AS PER COPY.

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R.M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto  
NEG. NO.  
\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

SEE INSTRUCTIONS ATTACHED.

COLOR DESCRIPTION

NO  
YES  
RETURN PHOTO

2 shown by H.  
Drawing 1st  
5/27/37

PHOTO RETURNED

TO

PHOTO USED FOR

5x7  
Rel 0  
HC. 1 1/2  
A-10 1/2

Very Sorry  
of Print

X



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 7A-H1390 ORDER NO. 0705

DATE 4-19-1937

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER JACOBSON BROS. E. VISITE  
NEW YORK CITY, NEW YORK

12 1/2 M P.C. SIZE 3 1/2 x 5 1/2

STYLE ART C LITONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. 5 R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

Colored Sketch  
by H.

5-7

N-6 1/2

HC 1 1/2

A 10 1/2

Original  
Art Work

14.50 cost

By H.

Very Very  
Push

Sum of 14.50 for 4 1/2 in

5-4 hr.  
10-2 1/2 hr.



CURT TEICH &amp; COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. &amp; CO. — CUSTOMER

DIAL NO. 7A-H1391 ORDER NO. 0770

DATE 4-19-1937

CUSTOMER

PARK CHAMBERS HOTEL  
NEW YORK CITY, NEW YORKDEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

C12  
Photos for  
this Customer

25 M P.C.

SIZE 3 1/2 x 5 1/2

STYLE RT C LITHO ONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No

Copyright in Plate Yes No

Title in full H TEL PARK CHAMBERS, ETC., AS PER  
COPY.

FRONT NO. 5

(All of this on address side)

R. M.

Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

MAY 22 1956. B

## RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATTACHED.

## PHOTO LITHO

Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12

\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black &amp; White Proof. Titles—Red, Blue.

## COLOR DESCRIPTION

Photo &amp; Art Work Returned 2/25/39

make DK. Blue impression

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR



22  
CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 7A-H1392 ORDER NO. 0773 DATE 4-19-1937

CUSTOMER THE SHOREHAM  
WASHINGTON, D.C.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M P.C. SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE WHITE BORDER.

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full THE SHOREHAM TERRACE, WASHINGTON, D.C.

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout To customer

SEE INSTRUCTIONS ATTACHED.

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

COLOR DESCRIPTION

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

MAKEOVER

Charge to Customer Dept.

Let Me Know Time Required

RETOUCHING

2

Time Reserved in Cost Dept.

PHOTO LITHO

MAY 7 1937

COMPOSING

ART DEPT.

ENGRAVING

By R. G.



C. P. JOHNSTON CO.,  
SEATTLE, WASHINGTON

NO. 7A-H1393

ORDER NO. 0379

DATE 4-20-1937

12 $\frac{1}{2}$  M ART COLORTONE POST CARD

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER CENTER - BORDER.

TITLE (IN FULL) ROSARIO BEACH, ONE OF THE  
BEAUTY SPOTS IN THE FAMOUS SAN JUAN  
ISLANDS, WASH.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2

R. M. NO

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE ~~IMPRINT~~ 120

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO. YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,715,415

Executive Order Estimate

ESTIMATE

Cost Dept. Checked

By

APR 29 1937

AND WORK SCHEDULE

By

APR 29 1937

Date

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP				P
SKETCH				
RETOUCHING	158	2	May 3 '1937	May 4 '1937 SL
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	68		5 6	5 - 7 45.
ENGRAVING				
HAND COLOR PROOF	163	1 1/2		10 May
ARTIST DEPT.	32	9		5-201' P.H.

JUL 19 1937

DATE BLUEPRINT OK'D.

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

1937

ST  
27



THE COAST PUBLISHING CO.,  
VANCOUVER, B. C.

NO. 7A-H1394

ORDER NO. 0396

DATE 4-21-1937

1st M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) (IN SKY, IN TWO LINES,  
IN RED)

VANCOUVER, B. C. CANADA  
ART OF LANE VIEW SHOWING BROCKTON POINT,  
STANLEY PARK  
IN PLATE AT LOWER LEFT: ROYAL CANADIAN  
AIR FORCE PHOTOGRAPH

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 14/10 R. M. NO

IMPRINT SAME AS ABOVE

PUT PLATE NO. ON FRONT

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

EST. WORK ORDER

APR 29 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

APR 29 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Class No.	Time Allowed		
COMPOSING, TYPE SET UP				
SKETCH				
RETOUCHING	10	5	4-29	5-5
PHOTO-LITHO				
BLUE-PRINT STRIPPING, OPAQUING	64		5-5	5-6
ENGRAVING				
HAND COLOR PROOF		1/2		
ARTIST DEPT.	161	12	7-26	7-28

DATE BLUEPRINT OK'D

By

DATE FILED

7/31/37

DATE HAND COLOR PROOF OK'D

By

DATE Photo Returned to Customer

## MAKEOVER

Charge to Dept.

EST. Makeover Time Required

	TIME	Time Recorded in Cost Dept.
RETOUCHING	1	
PHOTO-LITHO		
COMPOSING		
ART DEPT. HC	1 1/2	
ENGRAVING		

JUL 10 1937

## MAKEOVER

Charge to Dept.

EST. Makeover Time Required

	TIME	Time Recorded in Cost Dept.
RETOUCHING	1	
PHOTO-LITHO		
COMPOSING		
ART DEPT. HC	1 1/2	
ENGRAVING		

MAY 17 1937

Off. Destroyed 7/13/37

Off. 6-16



R. C. POMEROY,  
WATKINS GLEN, N. Y.

NO. 7A-H1395

ORDER NO. 0395

DATE 4-21-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) STROLLER IV PASSING PAINTED

ROCKS, CAPT. PALMERS LAKE RIDE, WATKINS  
GLEN, N. Y.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

BRING OUT INDIAN DESIGNS AS SHOWN ON 6120-29. REMOVE FLAG FAINTLY VISIBLE ON PHOTO  
OF ROCKS. BOAT IS WHITE WITH MAHOGANY TRIM. STROLLER IV NAME PLATE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive of Estimate

By

Date APR 27 1937

**ESTIMATE**

AND WORK SCHEDULE

Cost Dept. Checked

By

Date APR 27 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 28 1937	APR 28 1937
SKETCH				
RETOUCHING	12	1 1/2	4-28	4-30
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	105		4-30	5-1
ENGRAVING				
HAND COLOR PROOF	39	1 1/2	5-1	5-1
ARTIST DEPT.	52	9 1/2	5/15/37	5/17/37

DATE BLUEPRINT OK'D

DATE Filed

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

By

12

ST-  
22



FUTNAM STUDIOS,  
LOS ANGELES, CALIFORNIA

NO. 7A-HL396

ORDER NO. 0412

DATE 4-21-1937

12<sup>M</sup> ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) TOP CENT: "ON THE RIM O'  
THE WORLD" IN WINTER

BOT CENT: HIGH AY TO LAKE ARROWHEAD,  
CALIFORNIA

PRIVATE NO. LOWER LEFT CORNER: A-12

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I . R. M. YES at bottom of

IMPRINT SAME AS ABOVE message face

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SEMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,375

Executive OK of Estimate

By

Date

APR 27 1937

ESTIMATE

AND WORK SCHEDULE

Cost Dept. Checked

By

Date

APR 27 1937

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		APR 28 1937	APR 28 1937
SKETCH			
RETOUCHING	5 2	4 - 28	5 - 21
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	64	5 - 21	5 - 22
ENGRAVING			
HAND COLOR PROOF	15 1/2		
ARTIST DEPT.	38 9 1/2	6 - 15	6 - 16

DATE BLUEPRINT OK'D

By

DATE Filed JUL 19 1937

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

5

ST.  
22



PUTNAM STUDIOS,  
LOS ANGELES, CALIFORNIA

NO. 7A-H1397

ORDER NO. 0412

DATE 4-21-1937

12 1/2 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) TOP CENT: SAN BERNARDINO, &

COLTON AND NEARBY TOWNS

BOT CENT: FROM HIGH GEAR ROAD TO LAKE  
ARROWHEAD, CALIFORNIA

PRIVATE NO. 10 OR LEFT CORNER: A-14

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. YES at bottom of

IMPRINT SAME AS ABOVE message page

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive O.K. of Estimate

By

Date APR 29 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date APR 29 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP				
SKETCH				
RETOUCHING	10	3	4-29	5-22 SE
PHOTO-LITHO				
BLUEPRINT STRUCTURING, OPAQUING	64		5-24	5-25-45
ENGRAVING				
HAND COLOR PROOF		13 1/4		
ARTIST DEPT.	15 1/2 15 20	12 3/4	6-16	6-21

DATE BLUEPRINT OK'D.

By

DATE HAND COLOR PROOF OK'D.

By

DATE Filed

JUL 19 1937

By

DATE Photo Returned to Customer

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

*Large handwritten signature/initials across the bottom right of the page.*

10

12

57  
27



PUTNAM STUDIOS,  
LOS ANGELES, CALIFORNIA

NO. 7A-H1398

ORDER NO. 0412

DATE 4-21-1937

12M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) TOP CENT: ON THE HIGH  
GEAR ROAD

BOT CENT: TO LAKE ARROWHEAD, CALIFORNIA

PRIVATE NO. LOWER LEFT CORNER: A-15

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. YES at bottom of

IMPRINT SAME AS ABOVE message office

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,777

Executive OK of Estimate

By

Date

APR 27 1937

## ESTIMATE AND WORK SCHEDULE

By

Date

Cost Dept. Checked

APR 27 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 28 1937	APR 28 1937
SKETCH				
RETOUCHING	8	4	4-28	5-21 SL
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	68		5-22	5-24 H.S.
ENGRAVING				
HAND COLOR PROOF	10	1/2		25-
ARTIST DEPT.	27	9		6/21 - PH

DATE BLUEPRINT OK'D.

By

DATE HAND COLOR PROOF OK'D.

DATE

By

DATE Photo Returned to Customer

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

2



PUTNAM STUDIOS,  
LOS ANGELES, CALIFORNIA

NO. 7A-HL399

ORDER NO. 0412

DATE 4-21-1937

12½ M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.	FRONT NO. I	R. M. YES at bottom	
TITLE (IN FULL) TOP CENT: MT. SAN BERNARDINO, THE GREYBACK AND MT. SAN JACINTO	IMPRINT SAME AS ABOVE		
BOT CENT: FROM HIGH GEAR ROAD TO LAKE ARROWHEAD, CALIFORNIA			
PRIVATE NO. LOWER LEFT CORNER: A-16			
COLOR DESCRIPTION	PHOTO PROPERTY OF	CUSTOMER	

SKE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,719

Executive OK of Estimate

By APR 30 1937

Date

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By APR 30 1937

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 30 1937	APR 30 1937
SKETCH				
RETOUCHING	156	4	4-30	May 20 SL
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	64		5-21	5-22 H.H.
ENGRAVING				
HAND COLOR PROOF	163	13		
ARTIST DEPT.	31	12		6-16 P.H.

DATE BLUEPRINT ORD. \_\_\_\_\_  
By \_\_\_\_\_

DATE F.W.D. \_\_\_\_\_  
By \_\_\_\_\_

DATE HAND COLOR PROOF ORD. \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

M

17



PUTNAM STUDIOS,  
LOS ANGELES, CALIFORNIA

NO. 7A-H1400

ORDER NO. 0412

DATE 4-21-1937

12½ M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.

FRONT NO.

I

R. M.

YES at bottom of message space

TITLE (IN FULL) TO CENT: LOOKING TOWARDS  
NORTH SHORE

IMPRINT

SAME AS ABOVE

BOT CENT: LAKE ARROWHEAD, CALIFORNIA

PRIVATE NO. 10 PR LEFT CORNER: A-30

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

Executive OK of Estimate

By APR 27 1937  
Date

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked h

By APR 27 1937  
Date

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		APR 28 1937	APR 28 1937
SKETCH			
RETOUCHING	158 3	4-28	5-20 SL
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	64	5-20	5-21 4P.
ENGRAVING			
HAND COLOR PROOF	163 1½		24.40.1
ARTIST DEPT.	30 9½		6-3-7 Bth

JUL 19 1937

DATE BLUEPRINT OK'D

DATE PAID

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

17.  
22



PUTNAM STUDIOS,  
LOS ANGELES, CALIFORNIA

NO. 7A-H1401

ORDER NO. 0412

DATE 4-21-1937

12 1/2" M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) TOP CENT: THE VILLAGE

BOT CENT: LAKE ARRO HEAD, CALIFORNIA

PRIVATE NO. LO R LEFT CORNER: A-32

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I

R. M.

YES

IMPRINT

SAME AS ABOVE

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,797,775

Executive OK of Estimate

By

APR 27 1937

Date

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

APR 27 1937

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 28 1937	APR 28 1937
SKETCH				
RETOUCHING	17	4	4-28	5-20 SL
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		5-20	5-21 4A
ENGRAVING				
HAND COLOR PROOF		1 1/2		
ARTIST DEPT.		9 3/4	6-15	6-21

DATE BLUEPRINT OK'D

DATE OK'D

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.



PUTNAM STUDIOS,  
LOS ANGELES, CALIFORNIA

NO. 7A-H1402

ORDER NO. 0412

DATE 4-21-1937

12½ M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

TOP CENT: BOAT LANDING AND  
BATHING COVE

BOT CENT: LAKE ARROHEAD, CALIFORNIA

PRIVATE NO. LOWER LEFT CORNER: A-33

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

I

R. M.

YES

IMPRINT

SAME AS ABOVE

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,292,775

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By APR 27 1937

AND WORK SCHEDULE

By APR 27 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 28 1937	APR 28 1937
SKETCH				
RETOUCHING	158	4	4-28	5-20 SC
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	64		5-20	5-21 AF
ENGRAVING				
HAND COLOR PROOF	40	1½		5-25
ARTIST DEPT.	32	9½		5-17

DATE BLUEPRINT OK'D

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

3841112

M

17  
24



PUTNAM STUDIOS,  
LOS ANGELES, CALIFORNIA

NO. 7A-M403

ORDER NO. 0412

DATE 4-21-1937

12½ M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.

TITLE (IN FULL)

TOP CENT: LAKE EDGE DRIVE  
THE DAM

BOT CENT: LAKE ARROHEAD, CALIFORNIA

PRIVATE NO. LOWER LEFT CORNER: A-34

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

I

R. M.

YES *at bottom of message page*

IMPRINT

SAME AS ABOVE

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

By

APR 27 1937

Date

ESTIMATE

AND WORK SCHEDULE

Cost Dept. Checked

By

Date

APR 27 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 28 1937	APR 28 1937
SKETCH				
RETOUCHING	14	2	4-28	5-18 86
PHOTO-LITHO				
BLUEPRINT STRIPPING, CMAQUING	64		5-19	5-21 45
ENGRAVING				
HAND COLOR PROOF		1½		
ARTIST DEPT.	30	9¾		6-11 P.H.

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

By

DATE Filed

By

DATE Photo Returned to Customer

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

14  
M

ST.  
W.



PUTNAM STUDIOS,  
LOS ANGELES, CALIFORNIA

NO. 7A-M1404

ORDER NO. 0413

DATE 4-21-1937

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) TOP CENT: BATHING FLOATS IN  
THE COVE

BOT CENT: LAKE ARROWHEAD, CALIFORNIA

PRIVATE NO. LOWER LEFT CORNER: A-31

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M.

YES at bottom of

IMPRINT

SAME AS ABOVE

message space

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,799,775

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

1. Review O.K. of Estimate

By APR 30 1937

## ESTIMATE

Cost Dept. Checked

By APR 30 1937

### AND WORK SCHEDULE

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 30 1937	APR 30 1937
SKETCH				
RETOUCHING	16	3	4 - 30	5 - 24 SL
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	61		5 - 20	5 - 24 H.F.
ENGRAVING				
HAND COLOR PROOF	16	1 1/2		25 Hae
ARTIST DEPT.	23	1 1/2		6/16 V/1 P24

DATE BLUEPRINT OK'D

DATE Filed JUL 19 1937

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

12

4

5  
27



HYMAN'S NEWS & BOOK STORE,  
DES MOINES, IOWA

NO. 7A-HL 405

ORDER NO. 0386

DATE 4-21-1937

25 M ART COLORTONE FOLDER VIEWS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) **SIXTH AVENUE, LOOKING  
SOUTH, DES MOINES, IOWA**

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. **NONE** R. M.

IMPRINT

PHOTO PROPERTY OF **CT**

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

By APR 28 1937

**ESTIMATE**  
AND WORK SCHEDULE

Cost Dept. Checked ☒

Date APR 28 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			<u>APR 28 1937</u>	<u>APR 28 1937</u>
SKETCH				
RETOUCHING	<u>2</u>	<u>7</u>	<u>4-28</u>	<u>5-5</u>
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	<u>64</u>		<u>5-6</u>	<u>5-6</u>
ENGRAVING				
HAND COLOR PROOF	<u>160</u>	<u>1 1/2</u>		<u>5-7 30</u>
ARTIST DEPT.	<u>153</u>	<u>11</u>	<u>5-8</u>	<u>5-11</u>

DATE BLUEPRINT OK'D \_\_\_\_\_

DATE Filed JUL 19 1937

By \_\_\_\_\_

DATE HAND COLOR PROOF OK'D \_\_\_\_\_

By AS

DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_

ST  
27



HYMAN'S NEWS & BOOK STORE,  
DES MOINES, IOWA

NO. 7A-H1406

ORDER NO. 0386

DATE 4-21-1937

25 MART COLORTONE FOLDER VIEWS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL)

LIBRARY AND COLISEUM, DES  
MOINES, IOWA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M.

IMPRINT

PHOTO PROPERTY OF

COLOR DESCRIPTION

LIBRARY IS DARK GRAY STONE. FOR COLORS ON COLISEUM SEE 85043, BUT MAKE A LITTLE  
BRIGHTER WITH MORE SNAP TO CARD. TOUCH IN A FLAG AT TOP OF IOLE. TOUCH OUT  
BRIDGE RAILING IN LOWER LEFT CORNER.

PHOTO 4B41519

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

Executive OK of Estimate

By APR 27 1937

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

By APR 27 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 28 1937	APR 28 1937
SKETCH				
RETOUCHING	10	3	4-28	5-4 SL
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	16		5-4	5-4 14.8
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	5-6	5-6 11.1
ARTIST DEPT.	165	9	5-8	5-12 K

DATE BLUEPRINT OK'D

DATE Filed JUL 19 1937

By

By M

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.



HYMAN'S NEWS & BOOK STORE,  
DES MOINES, IOWA

NO. 7A-HL407

ORDER NO. 0386

DATE 4-21-1937

25 M ART COLORTONE FOLDER VIEWS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) DES MOINES BUILDING,  
DES MOINES, IOWA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M.

IMPRINT

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

TOUCH OUT CARS. JUST PUT IN ONE OR TWO STREAMLINED ONES. TOUCH OUT A GOOD PART  
OF THE PEOPLE. BRING OUT SHOW WINDOWS A LITTLE BETTER. BUILDING IS LIGHT  
GRAY. DARK STONE AT BOTTOM IS BLACK MARBLE.

Photo 4B41519

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS 11 PAT. NO. 1,797,775

Executive OK of Estimate

By

Date

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

By

Date

APR 27 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 28 1937	APR 28 1937
SKETCH				
RETOUCHING	3	7 1/2	4-28	5-6 8
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		5-6	5-7 45
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	5-8	5-8 114
ARTIST DEPT.	111	9 3/4	May 10	May 11

DATE BLUEPRINT OK'D

By

DATE Filed

By

JUL 19 1937

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

No Cost as per contract  
R



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL NO. 7A-H1408 ORDER NO. 0422  
CUSTOMER FAIRMONT HOTEL  
SAN FRANCISCO, CALIF.

DATE 4-21-1937

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

50 M P.C.

SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full FAIRMONT HOTEL, NOB HILL, SAN FRANCISCO

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

*use same style type as on*

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

SEE INSTRUCTIONS ATTACHED.

PHOTO LITHO

Rephoto

NEG.NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 -10x12

\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

*use same color as on title*

PHOTO RETURNED

TO

PHOTO USED FOR

5x7

Ret 11

1 1/2

A 10

26 x 10

1. A. H. 523

7A H 523

#27

⊗



TRI-STATE NEWS AGENCY,  
ASHLAND, KY.

NO. 7A-H1409

ORDER NO. 0429

DATE 4-22-1937

12<sup>1</sup>/<sub>2</sub>M ART COLORTONE POST C RDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) **ASHLAND PUBLIC LIBRARY,  
ASHLAND, KY.**

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. **1** R. M. **NO**

IMPRINT **NONE**

PHOTO PROPERTY OF **CT**

COLOR DESCRIPTION

**GRAY STONE AND GRAY STEPS. WHITE ENTRANCE AND TRIM. SLATE ROOF.**

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

**CURT TEICH & COMPANY, INC., CHICAGO**  
PHOTO TICKET

GLDSE MULTI-PLY FORMS PAT. NO. 1,297,775

Executive OK of Estimate

By **APR 27 1937**  
Date

**ESTIMATE**  
AND WORK SCHEDULE

Cost Dept. Checked

By **APR 27 1937**  
Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 28 1937	APR 28 1937
SKETCH				
RETOUCHING	161	2	10/3/37	10/4/37 SL
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		5-6	5-7 ME
ENGRAVING				
HAND COLOR PROOF	169	1 1/4	5-7	5-7 ME
ARTIST DEPT.	212	8	6-11-41	6-12-41

DATE BLUEPRINT OK'D \_\_\_\_\_ DATE Filed \_\_\_\_\_

By \_\_\_\_\_

By \_\_\_\_\_

DATE HAND COLOR PROOF OK'D \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_

**MAKEOVER**

Charge to **L.V.S.E.** **DET.**

EST. Makeover Time Required

	TIME	Time Recorded in Cost Dept.
RETOUCHING	1	
PHOTO-LITHO		
COMPOSING		
ART DEPT.		
ENGRAVING		

**JUN 3 1941**

Date \_\_\_\_\_

By **L**



JOHNSON STUDIO ND KODAK STORE,  
EAU CLAIRE, WIS.

NO. 7A-HL410

ORDER NO. 0806

DATE 4-21-1937

12 $\frac{1}{2}$  M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL) PAUL BUNYAN CAMP- CARSON PARK, IMPRINT SAME AS ABOVE.  
EAU CLAIRE, WISCONSIN.

PHOTO PROPERTY OF

CUSTOMER.

COLOR DESCRIPTION

LOGS- YELLOWISH BROWN.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. 1,797,777

Executive OK of Estimate

By APR 29 1937

Date

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

APR 29 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP				
SKETCH				
RETOUCHING	17	3	4-29	5-5 86
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		5-5	5-6 45.
ENGRAVING	163			14 May 1937
HAND COLOR PROOF	160	1 1/2	5-7	5-7 1937
ARTIST DEPT.	153	9	5-20	5-22

DATE BLUEPRINT ORD \_\_\_\_\_

By \_\_\_\_\_

DATE Filed JUL 19 1937

By HN

DATE HAND COLOR PROOF ORD \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_

## MAKEOVER

Charge to Art Dept.

EST. Makeover Time Required

RETOUCHING

PHOTO-LITHO

COMPOSING

ART DEPT. HC

ENGRAVING

Time recorded in Cost Dept.

MAY 1 1937

Date

By RS

12

ST  
27



THOMAS R. WEST,  
MIAMI, FLA.

NO. 7A-H1411

ORDER NO. 0805

DATE 4-21-1937

25 M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) AN AFTERNOON CROWD OF  
BATHERS, MIAMI BEACH, FLA.

IMPRINT SAME AS ABOVE.

PRIVATE NO. BEFORE TITLE. - M-200.

PHOTO PROPERTY OF CUSTOMER.

COLOR DESCRIPTION 1ST. BLDG. ON LEFT IS CREAM. 2ND BLDG ON LEFT (TALL) IS OYSTER  
WHITE. CENTER BLDG. IS LIGHT BROWN, CREAM TOWER. BLDGS. IN DISTANCE ALL LIGHT  
COLORED. MAKE NICE CLOUDY SKY EFFECT. AND NICE WATER, BLUE WITH SLIGHT GREEN TINT.  
SHOW SURT. SAND IS SLIGHTLY GOLDEN.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

## ESTIMATE

Cost Dept. Checked

By

APR 27 1937

By

APR 27 1937

Date

AND WORK SCHEDULE

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 28 1937	APR 28 1937
SKETCH				
RETOUCHING	14	3	4-28	5-15 50
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	64		5-15	5-17 1A
ENGRAVING				
HAND COLOR PROOF	163	1/4		21 May
ARTIST DEPT.	53	1 1/2	4/21/37	4/22/37

DATE BLUEPRINT OK'D

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By



THOMAS R. WEST,  
MIAMI, FLA.

NO. 7A-BL412

ORDER NO. 0805

DATE 4-21-1937

25 M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M.

NO

IMPRINT

SAME AS ABOVE.

TITLE (IN FULL) THE GORGEOUS PEACOCK IN A  
FLORIDA GARDEN  
BOT- ON PARADE AT THE RONEY PLAZA HOTEL,  
MIAMI BEACH

PRIVATE NO. BEFORE TITLE.- M-116.  
SMALL TYPE. (PHOTO BY BERRY-HILTON CO.)  
COLOR DESCRIPTION

PHOTO PROPERTY OF

CUSTOMER.

SEE INSTRUCTIONS ATTACHED. PEACOCK BLUE BREAST. GREENISH TINGE  
TO BACK. PLUMAGE BLUE, BIT GREEN AND YELLOW.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,292,775

Estimate OK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

Date

APR 28 1937

AND WORK SCHEDULE

APR 28 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			4-28-37	5-20-37
SKETCH				
RETOUCHING	612	6	4-28	5-20-37
PHOTO-LITHO				
BLUE-PRINT STRIPE G. OPAQUING	64		5-21	5-21-37
ENGRAVING				
HAND COLOR PROOF	123	1/2		
ARTIST DEPT.	23	10		7-14-37

JUL 27 1937

DATE BLUEPRINT OK'D

DATE Filed

DATE ESTIMATE PROOF OK'D

By

DATE Photo Returned to Customer

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

*Very Much*

*12-1 1/2*  
*6-4 1/2*



THOMAS R. WEST,  
MIAMI, FLA.

NO. 7A-H1413

ORDER NO. 0805

DATE 4-21-1937

25 M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE. <sup>LEFT</sup>UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL) RONEY PLAZA CABANA SUN CLUB,  
MIAMI BEACH, FLA.

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE.- M-115.

SMALL TYPE (PHOTO BY BERRY-HILTON CO.)

PHOTO PROPERTY OF CUSTOMER.

COLOR DESCRIPTION

*see instructions*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,759,779

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By \_\_\_\_\_  
Date APR 27 1937

AND WORK SCHEDULE

By \_\_\_\_\_  
Date APR 27 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			APR 23 1937	APR 23 1937
SKETCH				
RETOUCHING	14	6	4-28	5-14
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	60		5-14	5-14
ENGRAVING				
HAND COLOR PROOF	163	1 3/4		
ARTIST DEPT.	53	10 3/4	6-4	6-18

DATE BLUEPRINT OK'D. \_\_\_\_\_

DATE Filed \_\_\_\_\_

By \_\_\_\_\_

By \_\_\_\_\_

DATE FOR COLOR PROOF \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.



MILLER BROTHERS  
ATLANTIC CITY, N. J.

NO. 7A-H1414

ORDER NO.

DATE 4-22-1937

M ART COLORTONE BOOK VIEW

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT No **NONE**

R. M.

TITLE (IN FULL) **AIRPLANE VIEW SHOWING**

IMPRINT

**ATLANTIC CITY'S NEW \$10,000,000 CONVENTION  
HALL AND PIERS**

PHOTO PROPERTY of **CT**

COLOR DESCRIPTION

USE PHOTO NO. 3A-H1203. SHOW STEEL PIER AS PLAINLY AS POSSIBLE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORM

EST. BY

**ESTIMATE**

Cost Dept. Checked

Date **APR 26 1937**

AND WORK SCHEDULE

By **APR 26 1937**

OPERATION	EST. TIME Cl. ch. No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		<b>APR 26 1937</b>	<b>APR 26 1937</b>
SKETCH			
RETOUCHING	<b>2 1/2</b>		
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	<b>67</b>	<b>4-26</b>	<b>4-27 4:30</b>
ENGRAVING			
HAND COLOR PROOF	<b>163</b>	<b>2 1/4</b>	<b>27 1/2</b>
ARTIST DEPT.	<b>37</b>	<b>16</b>	<b>5-20-37</b>

DATE BLUEPRINT ORD.

DATE Filed

**JUL 19 1937**

By

By

DATE HAND COLOR PROOF ORD.

DATE Photo Returned to Customer

By

*Very Rush*

**MAKEOVER**

Change to **20** **15**

EST. Makeover Time Required

	TIME	
RETOUCHING		Has material in Cost Dept.
PHOTO-LITHO	<b>1</b>	
COMPOSING		
ART DEPT.		
ENGRAVING		

**X**



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

DIAL NO. 7A-H1415 ORDER NO. 0449 DATE 4-22-1937

CUSTOMER REMBRANDT STUDIOS,  
PITTSBURGH, PA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M PC GROUP (3) SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE, FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full THE NEW PENN  
ON ROUTE 88 NEAR S. PARK

FRONT NO. 5 R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout  
SEE SKETCH ATTACHED. NOTE ON EXTERIOR VIEW THERE  
IS TO BE A NEW SIGN AS PER TISSUE. YOU CAN EXTEND  
THIS SIGN A LITTLE MORE THAN ONE NOW ON BLDG. SO  
AS TO MAKE IT CLEARER & MORE PROMINENT.

PHOTO LITHO  
Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

make DK blue impression

PHOTO RETURNED

TO

PHOTO USED FOR

MAKEOVER

Charge to CUSTOMER Dept.

EST. Makeover Time Required

	TIME	
RETOUCHING		Time Recorded in Cust Dept.
PHOTO LITHO		JUL 6 1937
COMPOSING		Date
ART LITHO	14	By <u>JS</u>
ENGRAVING		

Layout 2  
Ret 14  
L a 2 1/4  
L a 16

#27



31

2 5x7

1  
6

HC-1  
A-6 1/2

Get Work

500-7000

W

X

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER  
RETURN PHOTO YES NO

DIAL NO. 7A-H1416 ORDER NO. 0450 DATE 4-22-1937

CUSTOMER ANKLR-HOLTH MFG. CO.,  
PORT HURON, MICH.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M PC SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE, FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full ANKLR-HOLTH CHIEF(ETC. AS PE COPY)

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit Sketch Layout Retouched Photo Wash Drawing  
Follow Layout

SEE SKETCH ATTACHED.

PHOTO LITHO  
Rephoto

NEG.NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print Handcolor Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

10

13



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER — NO — YES — RETURN PHOTO

DIAL NO.

7A-H1417

ORDER NO.

0451

DATE

4-22-1937

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER

SOLOMON E. HARRISON,  
CHICAGO

25 M PC

SIZE

3 1/2 x 5 1/2

STYLE

ART COLORTONE, FULL FACE

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout

Title in Plate Yes No

Copyright in Plate Yes No

Title in full

THE GOLFMOORE HOTEL (AS PER CUT)

FRONT NO.

5

(All of this on address side)

R. M.

Yes

No

R.M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit

Sketch

Layout

Retouched Photo

Wash Drawing

Follow Layout

SEE SKETCH ATTACHED. CUT PHOTO OUT OF LARGE  
COMPOSITE PHOTO. (CUT OUT ENTIRE PHOTO SO IF  
NECESSARY THIS PHOTO CAN BE USED FOR ANOTHER CARD  
WITH AN INSET VIEW)

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

120

Dry — Wet — Pancromatic — Color Separation.

133

Transfer — Paper Process — New Process.

150

Stripping — White Border — Full Face.

175

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

PHOTO RETURNED

TO

PHOTO USED FOR

1 Photo 5x7

Ret. 9 1/2

4c 1 3/4

La 11

1 1/2

186

MAKEOVER

CHARGE TO Ret Dept.

Makeover Time Recorded

	TIME	
RETOUCHING	1/2	TIME TAKEN BY C. T. & CO.
PHOTO LITHO		MAY 11 1937
COMPOSING		
ART DEPT.		
ENGRAVING		

5-11

ST.  
90



PHOTO PROPERTY OF C. T. & CO. CUSTOMER

RETURN PHOTO YES NO

7A-11418  
DIAL NO. ~~XXXXXX~~ ORDER NO. 0452 DATE 4-22-1937 DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART DATE COMPLETED

CUSTOMER WHEELER CATERING CO., INDIANAPOLIS, IND.

6 M FC GROUP (2) SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$  STYLE ART COLORTONE, FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full WHEELER'S DRIVE-IN LUNCH  
EAST 38<sup>th</sup> ST. & PENDLETON PIKE,  
INDIANAPOLIS  
*see layout*

FRONT NO. 5 R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT PHOTO LITHO NEG. NO.  
Rephoto

Submit Sketch Layout Retouched Photo Wash Drawing  
Follow Layout  
SEE SKETCH ATTACHED. SHO. Exterior VIEW THE  
LARGEST.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print Handcolor Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

*RR*

PHOTO RETURNED

TO

PHOTO USED FOR

*log*  
*9*  
*13*

*PM*

*1/2 hr. NC*

*37*

*13 - log*  
*3*

*Off*



31

RETURN PHOTO YES NO PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 7A-H1419 ORDER NO. 0460 DATE 4-23-1937

CUSTOMER HOTEL INDIANA INDIANA, PA.

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

6 M PC

SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE, WHITE

PLACE OF TITLE: Upper Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full HOTEL INDIANA, INDIANA, PA.

FRONT NO. 5

(All of this)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

ENTRANCE AT LEFT SIDE SHOWS WATER ENCL SURE, TAKE THIS UR AND SH W REGULAR DOUBLE DOORWAY WITH CLOTH AWNING OVER ENTRANCE WAY OUT TO THE CURB, ~~XXX~~ LIKE SAMPLE 3AH77 ATT'D.

REMOVE POLE & WIRES & TRAFFIC LIGHT.

RETAIN HIGHWAY MARKERS & LAMP POSTS.

AUTOS ARE NOT OBJECTIONABLE.

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination. 120

Dry — Wet — Pancromatic — Color Separation. 133

Transfer — Paper Process — New Process. 150

Stripping — White Border — Full Face. 175

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

AWNING ORANGE & GREEN, IS BL DG. LIGHT BUFF BRICK, DARK GREEN CORNICE & WINDOW FRAMES. (BLDG BRICK #18). FRST ON LEFT & TO RIGHT DARK BROWN STONE, AT STREET LEVEL #28. BROWN STONE WINDOW SILLS #28. DARK GREEN BASE BELOW WIND WS. DARK BROWN DOORS & ENTRANCE ON LEFT, ALM ST BLACK. DARK SIGN, WHITE BACKGP UND & RED LETTERS ON CORNER OF BLDG. SIGN ON LEFT BLACK, WHITE LETTERS. ON LEFT 1ST BL G. GRAY, 2 BROWN, 3&4 GRAY, 5 DARK RED (DO NOT MAKE THESE BLDGS. VERY PROMINENT)

make red impression

PHOTO RETURNED

TO

PHOTO USED FOR

Set 7  
2C 1 1/2  
A 9 3/4  
C 1/2

1245  
P

3

ST.  
20



22

CURT TEICH &amp; COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 7A-H1420 ORDER NO. 0461

DATE 5-10-1937

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this CustomerCUSTOMER ZARKIN MACHINE CO.,  
NEW YORK, NEW YORK

12½ M P.C.

SIZE 3½ x 5½

STYLEART COLORTONE FULL FACE.

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in fullFRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

## RETOUCHING DEPARTMENT

Submit Sketch Layout Retouched Photo Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATTACHED.

*Follow layout of 7AH777*

## PHOTO LITHO

Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER \_\_\_\_\_ Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print Handcolor Black & White Proof. Titles—Red, Blue.

## COLOR DESCRIPTION

*Ret photo 6/30/37*

PHOTO PROPERTY OF C. T. &amp; CO. — CUSTOMER

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

5x7  
Lo - 1  
3½  
20 1½  
49*R.*



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER  
RETURN PHOTO YES NO

DIAL NO. 7A-M1421 ORDER NO. 4-22-1937 DATE 0458

CUSTOMER THOMAS R. WEST,  
MIAMI, FLA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M PC SIZE 3 1/2 x 5 1/2 STYLE ART COLOR TONE, FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full "THE JOHN A. DEVER MISSION, COLUMBIA, SOUTH AMERICA. THE MISSION WAS FOUNDED IN 1927. THIS BUILDING WAS ERECTED IN 1937."  
No TITLE

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto  
Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. Screen 133  
Transfer — Paper Process — New Process. Screen 150  
Stripping — White Border — Full Face. Screen 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE COLORED SKETCH ATTACHED.

PHOTO RETURNED TO PHOTO USED FOR

Very Fresh

5x7  
Wash drawing 6 1/2  
H.C. 1 1/2  
S.A. 10  
Pm

2

2



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

DIAL No. 7A-H1422 ORDER NO. 0459

DATE 4-23-1937

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

CUSTOMER

THE ESTATE STOVE CO.  
HAMILTON, OHIO

Photos for  
this Customer

6 M PC

SIZE 3½ x 5½

STYLEART COLORTONE, ~~XXX~~ FULL

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full WE ~~XXX~~SURE ARE SITTING PRETTY  
(ETC. AS PER COPY)

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE SKETCH & INSTRUCTIONS ATTAC'D.

FRONT NO. 5 (All of this on address side) FACE  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

*No plate no to show*

PHOTO LITHO

Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER \_\_\_\_\_ Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATT'D.

*make red impression*

PHOTO RETURNED

TO

PHOTO USED FOR

*Layout 1 3½*  
*Pat 40 1/2*  
*410*  
*C-23/4*

*Art Work 36.00*  
*4.00 3.00*

*Mr*

3  
13



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

DIAL NO. 7A-H1423 ORDER NO. 0459 DATE 4-23-1937

CUSTOMER THE ESTATE STOVE CO.  
HAMILTON, OHIO

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M PC

SIZE 3 1/2 x 5 1/2

STYLE

ART COLORTONE, FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full THE WORLD FAMOUS ESTATE OIL  
HEATROLA

(ETC. AS PER COPY)

FRONT NO. 5

R. M. Yes No

R.M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

No plate no to show

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE SKETCH & INSTRUCTIONS ATT'D.

PHOTO LITHO

Rephoto

NEG.NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATT'D.

*Push*

PHOTO RETURNED

TO

PHOTO USED FOR

2 5x7,  
2 1/2  
19 3/4  
C 2 3/4

*7.50 each*  
*8.40 each*  
*11.00 each*

*2*

32

13

X



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

DIAL NO. 7AH1424 ORDER NO. 0459 DATE 4-23-1937

CUSTOMER the Estate stove co.,  
Hamilton, Ohio

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M PC SIZE 3 1/2 x 5 1/2 STYLE ART COLORTONE, FULL FACE  
(All of this on address side)  
PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout FRONT NO. 5 R. M. Yes No  
Title in Plate Yes No Copyright in Plate Yes No R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Title in full MY DADDY'S SMART (ETC. AS PER COPY) Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE SKETCH & INSTRUCTIONS ATT'D.

PHOTO LITHO  
Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. Screen 133  
Transfer — Paper Process — New Process. Screen 150  
Stripping — White Border — Full Face. Screen 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHE.

*make red impression*  
*R.*

PHOTO RETURNED

TO

PHOTO USED FOR

*Layed 1 5x7*  
*2 1/2*  
*1 1/2*  
*10*  
*C-23/4*

*4 1/2*

*Rp*



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

5 x 7

CUSTOMER  
—  
C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL No. 7A-H1425 ORDER NO. 0468 DATE 11-3-1937

CUSTOMER CAVALIER HOTEL  
MIAMI BEACH, FLA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

C12  
Photos for  
this Customer

25 M P.C.

SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full TOP-CAVALIER HOTEL, MIAMI BEACH, FLORIDA  
BOT-SUPERBLY LOCATED ON THE OCEAN FRONT

FRONT NO. 5 R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

COLOR DESCRIPTION  
FURNISH STRUCTURE LIGHTER #14 OR MORE EXACTLY SAME SHADE AS #14 UPPER RIGHT STRUCTURE OF CARD  
6A-H2881. FURNISH SANDY BEACH SAME COLOR AS SANDY BEACH ON CARD 7A-H2134. FURNISH ON HCP MORE  
DISTINCT LETTERING ON PENNANT, STRUCTURE SIGN AND CANOPY SIGN ALL READING CAVALIER.

make red impression

PHOTO RETURNED

TO

PHOTO USED FOR

Ret 16  
K C 1 3/4  
L a 12

Rm

#27

R



A-34

RETURN PHOTO YES NO PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 7A-H1426 ORDER NO. 0464 DATE 5-17-1937

CUSTOMER ALLIS PRESS,  
KANSAS CITY, MO.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

C12

Photos for  
this Customer

6 M PC GROUP (5) SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full IN THE HEART OF THE BUSINESS SHOPPING AND  
THEATRE DISTRICTS (ETC. AS PER COPY)

see pencil layout

FRONT NO. 5 (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

IMPRINT: "C.T. ART COLORTONE" THE ALLIS PRESS,  
KANSAS CITY, MO.

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE SKETCH ATTACHED. IT IS SATISFACTORY WITH THE  
EXCEPTION OF THE MUNICIPAL AUDITORIUM VIEW WHICH  
SHOULD BE A BIT LARGER. ABOUT THE RIGHT SIZE THAT  
IS SHOULD BE IS INDICATED BY ARROWS ON SKETCH.

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED. SEXTON HOTEL BLDG: A B TOWNISH BUFF. SEE PORTION OF 6A-H1478  
MARKED X FOR RIGHT COLOR.

PHOTO RETURNED

TO

PHOTO USED FOR

1 photo 5x7

Lay-out 1

Plot 7

H.C. 2 1/2

L.C. 17

2

3



LYNN H. BOYER,  
PHILADELPHIA, PA. AND WILDWOOD, N.J.

NO. 7A-H1427

ORDER NO. 0471

DATE 4-23-1937

25 MART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: <sup>(LEFT)</sup> UPPER, LOWER, CENTER - BORDER.

FRONT No. 1

R. M. ~~NO~~ YES

TITLE (IN FULL) ST. PETER'S AND ST.  
PAUL'S CATHEDRAL, PHILADELPHIA, PA.

IMPRINT SAME AS ABOVE.

PRIVATE NO. BEFORE TITLE. - 121.133

PHOTO PROPERTY OF C.T. & CO.

COLOR DESCRIPTION

BROWN STONE RIGHT AND LEFT. BLDGS. SAME COLOR.  
GREEN BRONZE CORNICE ON TOWER. BROWN STONE CORNICE ON FRONT OF  
BLDG. GREEN COPPER DOME, AND TOP ROOF CORNICE. BLDGS. ON REAR  
RIGHT DARK DULL RED. GRAY STEPS AND FRONT BASE. DARK STREET  
PAVING.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLCDE MULTI-PLY FORMS © PAT. NO. 1,297,776

ESTIMATE  
AND WORK SCHEDULE

By alg Cost Dept. Checked  
Date MAY 4 1937

OPERATION	TIME Per. & No.	TIME Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPILING INFO SET UP			MAY 1 1937	MAY 4 1937
SKETCH				
RETOUCHING	156	3 1/2	MAY 8	MAY 11 50
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	66		5-14	5-16
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	5-17	5-17
ARTIST DEPT.	165	9 3/4	5-28	

DATE BLUEPRINT OR'D

DATE Filed JUL 19 1937

By

By 28

DATE HAND COLOR PROOF OR'D

DATE Photo Forwarded to Customer

By

ATTENTION!

3  
Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.



LYNN H. BOYER,  
PHILADELPHIA, PA. AND WILDWOOD, N.J.

NO. 7A-H1428

ORDER NO. 0471

DATE 4-23-1937

25 M ART COLORTONE POST CARDS WHITE BORDERA.

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: <sup>LEFT</sup> UPPER, LOWER, CENTER - BORDER.

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 1 R. M. ~~NO~~ *yes*

TITLE (IN FULL) GIRARD COLLEGE, PHILADELPHIA, PA. SAME AS ABOVE.

PRIVATE NO. BEFORE TITLE.- 142.

PHOTO PROPERTY OF C.T. & CO.

COLOR DESCRIPTION ON LEFT, GRAY STONE ALL OVER. BRONZE DOORS, DARK ROOF. ON RIGHT BLDGS. WHITE STONE, DARK GREEN ROOFS. CENTER BUILDING LIGHT GRAY. dark CIRCLE DRIVE. LIGHT GRAY WALKS AND GATE HOUSES AT ENTRANCE. REMOVE OBSOLETE AUTOS IN FOREGROUND.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,779

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate  
By *[Signature]* ESTIMATE AND WORK SCHEDULE  
Date *May 4 1937* Cost Dept. Checked *[initials]*

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Chk No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 4 1937	MAY 4 1937
SKETCH				
RETOUCHING	1692	4	5 - 4	5 - 15 86
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	64		5 - 15	5 - 17 4
ENGRAVING				
HAND COLOR PROOF		1 1/2		
ARTIST DEPT.	155	9 3/4	6 - 3	6 - 7

DATE BLUEPRINT ORD

DATE Filed

JUL 19 1937

By

By

DATE HAND COLOR PROOF ORD

DATE Photo Returned to Customer

By

*Rush*  
1937

MA



LYNN H. BOYER,  
PHILADELPHIA, PA. AND WILDWOOD, N.J.

NO. 7A-H1429

ORDER NO. 0466

DATE 4-26-1937

12 1/2 M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL): FOUNTAIN IN CENTRAL PARK  
BETWEEN ALLENTOWN AND BETHLEHEM, PA.

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 1  
R. M. NO  
IMPRINT: SAME AS ABOVE.

PRIVATE NO. BEFORE TITLE.- A-B47.

PHOTO PROPERTY OF C.T. & CO.

COLOR DESCRIPTION: SILVER COLOR FOUNTAIN. LIGHT CEMENT BASIN. SCARLET RED SAGE  
FLOWERS AROUND BASIN. REAR FLOWER BED IN CENTER RED. GREEN LAWN AND  
FOLIAGE. GREEN SEATS. SILVER COLOR LAMP POSTS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

3 Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive BY *[Signature]*

By

Date

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

MAY 4 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 4 1937	MAY 4 1937
SKETCH				
RETOUCHING	12	2		
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	68		5 - 0	5 - 10 45
ENGRAVING	163	1 1/2		13 1/2 1/4
HAND COLOR PROOF				
ARTIST DEPT.	153	9 1/2	5 - 28	8 - 1

DATE BLUEPRINT OK'D

DATE Filed

JUL 19 1937

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

12

ST.  
29



THOMAS R. WEST,  
MIAMI, FLA.

NO. 7A-HL-1430  
ORDER NO. 0289  
DATE 4-16-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) PALATIAL YACHTS ANCHORED  
IN BISCAYNE BAY AT MIAMI BEACH, FLA.

BOT, SMALL TYPE: PHOTO BY MIAMI BEACH NEWS  
SERVICE

PRIVATE NO. BEFORE TITLE: M-64

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 1 R. M. NO  
IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION  
DOCK BLOC. TAN, IVORY TRIM. BUSHES AROUND PALM TREE TO RIGHT YELLOW BLOSSOMS.  
PINK OLEANDER BUSH IN CENTER ALONG WALK. TAKE OUT AWNINGS TO LEFT & SHOW STONE  
COLOR WALK. YACHTS WHITE, MAHOGANY TRIM. FOR GOOD PALM & GREEN LAWN COLORING  
SEE 6A-H2829. VERY PARTICULAR SUBJECT

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

Date APR 27 1937

Date APR 27 1937

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		APR 28 1937	APR 28 1937
SKETCH			
RETOUCHING	8   6	4-28	5-15-37
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	68	5-17	5-18-37
ENGRAVING			
HAND COLOR PROOF	163   1 1/2		20 May
ARTIST DEPT.	31   9 3/4		6-9

DATE BLUEPRINT OK'D

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

By



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

DIAL No. 74-HL431

ORDER NO. 0860

DATE 4-24-1937

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

2  
Photos for  
this Customer

CUSTOMER HOTEL HELENE  
MIAMI BEACH, FLORIDA

12 1/2 M P.C. SIZE 3 1/2 x 5 1/2

STYLE PHOTO COLORIT WHITE BORDER.

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full HOTEL HELENE GARDENS, MIAMI BEACH,  
FLORIDA

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATTACHED.

PHOTO LITHO  
Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

Rel 5  
KE 1/2  
- 92

#27



31  
CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 7A-111432 ORDER NO. 0860 DATE 4-24-1937

CUSTOMER HOTEL HELENE  
MIAMI BEACH, FLORIDA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 1/2 M P.C.

SIZE 3 1/2 x 5 1/2

STYLE PHOTO COLORIT WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full HOTEL HELENE, MIAMI BEACH, FLORIDA

Bot

LOUNGE

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATTACHED.

PHOTO LITHO

Rephoto

NEG.NO.

Photograph each - Size 5x7 - 8x10 -10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

MAKEOVER

Charge to Ad. Dept.

EST. Makeover Time Required

	Time	Time Recorded in Cost Dept.
RETOUCHING		
PHOTO LITHO		
COMPOSING		
ART LITHO	1/4	
By	PS	

Set 8  
13/4  
12

2 x 500

PS

3

5

ST-25



31 CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 7A-HL433 ORDER NO. 0861

DATE 4-24-1937

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER HOTEL HELENE,  
MIAMI BEACH, FLORIDA

25 M P.C. SIZE 3 1/2 x 5 1/2

STYLE PHOTO COLORIT WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full HOTEL HELENE, MIAMI BEACH, FLORIDA.

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination. 120

Dry — Wet — Pancromatic — Color Separation. 133

Transfer — Paper Process — New Process. 150

Stripping — White Border — Full Face. 175

Blue Print Handcolor Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

PHOTO PROPERTY OF C. T. & CO.

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

DIAL NO. 7AH1434 ORDER NO. ✓ 0862 DATE 4-24-1937

CUSTOMER EMILIE NUERGE  
FOREST HILLS, L. I. NEW YORK

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M PC

SIZE 3½ x 5½

STYLE ART COLORTONE, WHITE

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full TOP: THE IDEAL SPOT — BURNS STREET  
& YELLOWSTONE BLVD. — FOREST HILLS, L.I.  
BOT: DINE AND DANCE IN COMFORT — ALWAYS  
A COOL BREEZE

FRONT NO. 5 (All of this on back side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit Sketch — Layout Retouched Photo — Wash Drawing  
Follow Layout  
SEE INSTRUCTIONS ATTACHED.

PHOTO LITHO  
Rephoto  
NEG. NO.  
\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

Very Rush  
on Sheet.

PHOTO RETURNED

TO

PHOTO USED FOR

Ref. 7  
HE 1/2  
A 939  
C 1

Ref. 7  
12.00 - 12.00

Ref. 7

5

5  
20



34

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

DIAL No. 7-H1435 ORDER NO. 0864 DATE 4-24-1937

CUSTOMER THE CORN STATES SERUM CO.,  
OMAHA, NEBRASKA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M P.C.

SIZE

3 1/2 x 5 1/2

STYLE

ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full THE CORN STATES SERUM COMPANY, OMAHA,  
NEBRASKA.

TYPE

FRONT NO. 5

R. M.

Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO

Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12

\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print Handcolor Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

5x7

3 1/2

1 1/2

11

7.50

PM

MAKEOVER

Charge to ad Dept.

EST. Makeover Time Required

	TIME	Time Recorded in Cont Dept.
RETOUCHING		
PHOTO LITHO	<u>1</u>	Date _____
COMPOSING		
ART DEPT.		By _____
ENGRAVING		



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

DIAL NO. **7A-H1436** ORDER NO. **0865** DATE **4-24-1937**

CUSTOMER **STENCHEVER'S, INC.**  
**PATERSON, N. J.**

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

**37 1/2** PC

SIZE

**3 1/2 x 5 1/2**

STYLE

**ART COLORTONE, FULL FACE**

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

**XX YOU'RE RIGHT IN WHITE BY**

**STENCHEVER'S.**

(ETC. AS PER DRAWING)

RETOUCHING DEPARTMENT

Submit Sketch Layout Retouched Photo Wash Drawing

Follow Layout

SEE INSTRUCTIONS ATTACHED.

FRONT NO. **5**

(All of this on address side)

R. M.

Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

120

Dry — Wet — Pancromatic — Color Separation.

133

Transfer — Paper Process — New Process.

150

Stripping — White Border — Full Face.

175

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

*see colored sketch  
by St.*

*Very Rush  
on sheet.*

PHOTO RETURNED

TO

PHOTO USED FOR

5x7  
buy and  
send  
HE 1/2  
11  
C 11/2?

*Copy to Stenchever's  
Bureau*

*21.50 cost*

*PM*

*A*

*X*



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL No. 7A-H1437 ORDER NO. 0873 DATE 4-26-1937

CUSTOMER HARRY L. SMITH, INC.,  
CANTON, OHIO

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M P.C.

SIZE 3 1/2 x 5 1/2

STYLE PHOTO COLORIT WHITE PORDE ..

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full SUGGESTIONS FOR SUMMER BY

HARRY L. SMITH, INC. (SCRIPT LIKE  
ON 7A-H573.

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

GROUP THE SHOES ON CARD IN ANY WAY YOU  
SEE FIT NO SHOE NO. IS TO APPEAR ON  
PICTURE SIDE.

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

COLOR SCHEME AND DESIGN IS TO BE LIKE CARD NO. 7A-H573.

*Very Rush*

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER

DIAL No. 7A-H1438 ORDER NO. 0875

DATE 4-26-1937

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER THE BRIGHTON HOTEL.,  
OCEAN CITY, N.J.

3 1/2 x 2 3/8

6 BUSINESS CARDS SIZE 3 1/2 x 2 3/8

STYLEART COLOR-TONE

WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full 100 ROOMS - EUROPEAN PLAN - ELEVATOR -

PARKING

BOT - BREAKFAST CLUB PLAN SERVED IN EAST ROOM UNTIL  
11 A.M.

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

USE COLOR PLATES NO. 7A-H388. MAKE NEW BLACK  
NEGATIVE.

FRONT NO. (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

NO

YES

RETURN PHOTO



CRYSTAL DRUG CO.,  
HUNTSVILLE, ALA.

NO. 7AHL439

ORDER NO. 1032

DATE 4-30-1937

6 M ART COLORTONE POST CARD

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. Yes

TITLE (IN FULL)

IMPRINT NONE

THE BIG SPRING PARK, HUNTSVILLE, ALABAMA  
BOT-CAPACITY OF SPRING 24,000,000  
GALLONS DAILY

PHOTO PROPERTY OF Customer

COLOR DESCRIPTION

ROCK EFFECT COLORS. PASTEL SHADES; VARIOUS COLORS. BUILDING  
at top: LIGHT GREY. FENCE, BLACK IRON

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS ① PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

By \_\_\_\_\_  
Date MAY 7 1937

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

By \_\_\_\_\_  
Date MAY 7 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 7 1937	MAY 7 1937
SKETCH				
RETOUCHING	103	2	5 - 7	5 - 13 SL
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	68		5 - 12	5 - 14 45
ENGRAVING				
HAND COLOR PROOF	143	1 1/4		7 1/2
ARTIST DEPT.	156	8 3/4	May 25	May 26

DATE BLUEPRINT OK'D

DATE

JUL 19 1937

DATE HAND CHECKED

DATE

By \_\_\_\_\_

By \_\_\_\_\_

a

ST.  
32



CRYSTAL DRUG CO.,  
HUNTSVILLE, ALA.

NO. 7AH1440

ORDER NO. 1032

DATE 4-30-1937

6 M ART COLORTONE POST CARD

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. YES

TITLE (IN FULL)

IMPRINT

NONE

A CLOSE-UP VIEW OF THE BIG SPRING.,  
DAILY CAPACITY 24,000,000 GALLONS.  
HUNTSVILLE, ALABAMA

6BH1801

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

USUAL WATER COLORS. FOLIAGE GREENS  
IN FLOWER GARDEN-R.D, YELLOW, AND PURPLE  
FLOWERS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

Date

5-11-1937

AND WORK SCHEDULE

MAY 11 1937

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		MAY 12 1937	MAY 12 1937
SKETCH			
RETOUCHING	12 3	5-12	5-18 SE
PHOTO-LITHO			
BLEUPRINT STRIPPING, OPAQUING	68	5-18	5-19 45.
ENGRAVING			
HAND COLOR PROOF	1 1/2		
ARTIST DEPT.	161 9	5-24	5-26

DATE BLUEPRINT OK'D

DATE Filed JUL 19 1937

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

12

N.

IT.  
36



CRYSTAL DRUG CO.,  
HUNTSVILLE, ALA.

NO. 7AH1441

ORDER NO. 1032

DATE 4-30-1937

6 M ART COLORTONE POST CARD

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. YES NO

TITLE (IN FULL)

IMPRINT

None

U. S. POST OFFICE, HUNTSVILLE, ALABAMA

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SEE CARD NO. 5A76 FOR COLOR INSTRUCTIONS

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,774

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

MAY 7 1937

AND WORK SCHEDULE

Date

MAY 7 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 7 1937	MAY 7 1937
SKETCH				
RETOUCHING	4	5	5-7	5-13
PHOTO-LITHO				
BLUEPRINT STRIPPING, CPAQUING	68		5-13	5-14
ENGRAVING				
HAND COLOR PROOF		1		
ARTIST DEPT.	150	8½	5-20	5-21-1

JUL 19 1937

DATE BLUEPRINT OK'D

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

4

55  
32



CRYSTAL DRUG CO.,  
HUNTSVILLE, ALA.

NO. 7A-H1442

ORDER NO. 1032

DATE 4-30-1937

6 M ART COLORTONE

WHITE BORDER GROUP 2

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. YES

TITLE (IN FULL)

HUNTSVILLE NEW RECREATION CENTER, ON  
MONTE SANO, HUNTSVILLE, ALA.

IMPRINT NONE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE LAYOUT ATTACHED.

SEE CARD NO. 6AH768 FOR COLOR INSTRUCTIONS, FOR ROCK.  
ROOF-RED. WOOD IS CEDAR SHINGLE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive of Estimate

# ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

MAY 11 1937

By

Date

MAY 11 1937

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		MAY 12 1937	MAY 12 1937
SKETCH <i>Lay out</i>			
RETOUCHING	15 3	5-14	5-18
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	18	5-18	5-19
ENGRAVING			
HAND COLOR PROOF	163 1 1/2		12 Nov
ARTIST DEPT.	168 9	5-24	5-29

DATE BLUEPRINT OK'D

DATE Fed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

15  
14

17.  
36



IOWA CITY NEWS AGENCY  
IOWA CITY, IOWA

NO. 7A-H1443

ORDER NO. 0885

DATE 4-26-1937

12 1/2 M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER CENTER - BORDER.  
TITLE (IN FULL) CHILDREN'S HOSPITAL, IOWA  
CITY, IOWA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT Same as above

PHOTO PROPERTY OF C.T. & CO.

COLOR DESCRIPTION FOR COLORS FOLLOW CARD NO. 93245.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

**ESTIMATE**  
AND WORK SCHEDULE

Cost Dept. Checked

By [Signature]  
Date MAY 4 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clk No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 4 1937	MAY 4 1937
SKETCH				
RETOUCHING	166	4	5-4	5-14
PHOTO-LITHO				
BLUEPRINT S. L. PRINTING, OPAQUING	167		5-14	5-14
ENGRAVING				
HAND COLOR PROOF	163	1 1/4		18-May
ARTIST DEPT.	168	8 3/4	5-20	5-24

JUL 19 1937

DATE BLUEPRINT OK'D \_\_\_\_\_

DATE Filed \_\_\_\_\_

By \_\_\_\_\_

By [Signature]

DATE HAND COLOR PROOF OK'D \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_

M

ST.  
29



THE CINCINNATI NEWS COMPANY,  
CINCINNATI, OHIO

NO. 7A-H1444

ORDER NO. 0902

DATE 4-27-1937

12 1/2 M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 104 / R. MNO

TITLE (IN FULL) THE ROOKWOOD POTTERY CO.,  
CINCINNATI, OHIO

IMPRINT SAME AS ABOVE.

PHOTO PROPERTY OF C.T. & CO.

COLOR DESCRIPTION

ROOF - RED BRICK. PANELING - PLASTER. FRAMING FOR PANELING RAW  
WOOD - WEATHERED. WINDOW FRAMES - RED. FOUNDATION - STONE. CHIMNEY - STONE.  
POTS - GREEN.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

Executive OK of Estimate

By \_\_\_\_\_  
Date APR 30 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By \_\_\_\_\_  
Date APR 30 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING TYPE SET UP			APR 30 1937	APR 30 1937
SKETCHING				
RETOUCHING	4	2 1/2	4 - 30	5 - 5 SC
PROOFING				
BLUEPRINT STRIKING & OPAQUEING	64		5 - 5	5 - 7 H.F.
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	5 - 8	5 - 8
ARTIST DEPT.	30	9 1/2		6 - 15 - 2 P.H.

JUL 19 1937

DATE BLUEPRINT CR'D \_\_\_\_\_

DATE PR'D \_\_\_\_\_

By \_\_\_\_\_

By \_\_\_\_\_

DATE HAND COLOR PROOF \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_

## MAKEOVER

Check # \_\_\_\_\_ Dept. \_\_\_\_\_

1937 Makeover Time Required

	HAND	Time Recorded in Cost Dept.
RETOUCHING	1	
PROOFING	1	
COMPOSING		
ART DEPT. HC	1 1/2	
ENGRAVING		

Time Recorded in Cost Dept.

Date MAY 17 1937

By \_\_\_\_\_

91 5-18



22 CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL. ADV. ORDER

CUSTOMER

DIAL NO. 74-III445 ORDER NO. 0911 DATE 4-27-1937

CUSTOMER HENRY B. COLLIER,  
WEBB CHAMFORD BUILDING  
DETROIT, MICH.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

PHOTO RETURNED

TO

PHOTO USED FOR

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

6 M P.C. SIZE 3x5

STYLE PHOTO COLORIT

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full REDDY KILOWATT, ETC. AS PER COPY.

FRONT NO. 5 (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch Layout Retouched Photo — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATTACHED.

PHOTO LITHO

Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

THE NAME "REDDY KILOWATT" SHOULD BE IN BLACK (YOU NO. SHC. THE FIRST NAME "REDDY" IN RED).  
IN SHOWING THE NAME "REDDY KILOWATT" UNDER THE FIGURE I PRESUME YOU WILL GET IT EXACTLY  
LIKE THE SKETCH WE SUBMITTED TO YOU BECAUSE IT IS A LITTLE TOO JAGGED NOW IN YOUR SKETCH.

*Verses in blue*

*make red impression*  
*" — DK. Blue — "*



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 7.-HL-46 ORDER NO. 0909

DATE 4-27-1937

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER HOTEL SOUTHLAND & CO.,  
DALLAS, TEXAS

12 1/2 M P.C. SIZE 3 1/2 x 5 1/2

STYLE ART COLOR TONE LIFE BORDER.

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full HOTEL SOUTHLAND, MAIN TO CONFERCE  
STATE TR. AT MURPHY, DALLAS, TEXAS ETC., AS PER  
COPY.

see card attached

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination.  
Dry — Wet — Pancromatic — Color Separation.  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

Colors same as 114416

Get more Card

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR



J. R. WILLIS,  
ALBUQUERQUE, N. M.

NO. 7A-H1447

ORDER NO. 0535

DATE 4-27-1937

12½ M ART COLORTONE FOLDER VIEWS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) RATON PASS, RATON,

N. M

(IN SKY)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE

R. M.

IMPRINT

PHOTO PROPERTY OF

CT

COLOR DESCRIPTION

USE PHOTO NO. 0A5171

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOLOR PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,799,079

Executive OK of Estimate

By MAY 11 1937

Date

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By MAY 11 1937

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 12 1937	MAY 12 1937
SKETCH				
RETOUCHING	15	½	5-12	5-17 SC
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	66		5-17	5-18 46.
ENGRAVING				
HAND COLOR PROOF				
ARTIST DEPT.	154	11	5-27	6-1

JUL 19 1937

DATE BLUEPRINT OK'D

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

# ADV. ORDER

DIAL NO. 71-H1448 ORDER NO. C912

DATE 4-27-1937

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER ILLION LINE, INC.,  
CHESNUT STREET WARE,  
PHILADELPHIA, PENN. YVANIA.

25 M P.O. SIZE 3 1/2 x 5 1/2

STYLE ART COLORED WHITE BORDER.

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full ILLION LINE STEAMER—S.S. DIXIE  
BOT — DAY AND MOONLIGHT CRUISES DOWN CHESAPEAKE  
BAY.

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto  
NEG. NO.  
\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

## COLOR DESCRIPTION

BOAT- WHITE BLUE STRIPES BETWEEN 1 & 2ND. & 3RD. DECKS. STACK.- ORANGE, BLACK TOP. EMBLEM-  
ON STACK AS IN UPPER LEFT HAND CORNER. FRONT FLAG UNIONJACK (MAKE LARGER) FLAG ON MAST- RED.  
BLACK OUT BARGE IN RIGHT BACKGROUND. OBJECT ON REAR MAST IS A MOVIE SCREEN. USE OWN DISCRETION  
ABOUT LEAVING IT IN.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR



LYNN H. BOYER,  
PHILADELPHIA, PA. AND WILDWOOD, N.J.

NO. 7A-H1449

ORDER NO. 1009

DATE 4-28-1937

25 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) U.S. POST OFFICE, COURT  
HOUSE AND CUSTOM HOUSE, RODNEY  
SQUARE, WILMINGTON, DEL.

IMPRINT SAME AS ABOVE

Print no back title - W-8

PHOTO PROPERTY OF C.T. & CO.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive Order

ESTIMATE

Cost Dept. Checked

By *[Signature]*  
Date MAY 5 1937

AND WORK SCHEDULE

By *[Signature]*  
Date MAY 5 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clk No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 5 1937	MAY 5 1937
SKETCH				
RETOUCHING	14	5	5-5	5-12 SL
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	68		5-14	5-14 HA
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	5-17	5-17 HA
ARTIST DEPT.	52	9 1/2	5/25/37	5/28/37

DATE BLUEPRINT OK'D

DATE *Final* JUL 22 1937

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

ST  
30



22

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

DIAL No. 7A-H1450 ORDER NO. 0917 DATE 5-7-1937

CUSTOMER THE WARREN COMPANY,  
ATLANTA, GA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12M FC

SIZE

3 1/2 x 5 1/2

STYLE

ART COLOR TON, FULL FACE

(All of this on address side)

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full ~~XXXXXXXXXXXXXXXXXXXX~~

AGAIN - WARREN LEADS! (ETC. AS PER COPY)

*see our layout*

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEEK SKETCH ATTACHED.

FRONT NO. 5

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12

\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

FOR CORRECT COLORING OF COLOR COMBINATIONS AT BOTTOM OF SKETCH FOLLOW CUSTOMER'S CIRCULAR,  
NOT OUR SKETCH.

PHOTO RETURNED

TO

PHOTO USED FOR

*Layout 2*

*Ret 6*

*H.C. 1 3/4*

*La 12 3/4*

*Art. Inc. 6*

*on page 2*

*GW*

13

3



31

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL NO. 71-H1451 ORDER NO. 0920 DATE 4-28-1937  
CUSTOMER SOUTHERN BREWING CO.,  
TAMPA, FLORIDA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 1/2 M P.C. SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full SOUTHERN BREW FAMILY OF QUALITY  
BEVARAGES, ETC., AS PER COPY.

FRONT NO. 5 (All of this on address side)  
R. M. Yes Full Face No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto  
NEG.NO.  
\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

*make red impression  
of seal*

PHOTO RETURNED  
TO  
PHOTO USED FOR

5x7  
do  
K 6 1/2

78C 1/2  
19 1/2

2

X



F.W.WOOLWORTH CO.,  
WACO, TEXAS

NO. 7A-H1452

ORDER NO. 1024

DATE 4-28-1937

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) U.S. VETERANS' HOSPITAL,  
WACO, TEXAS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

TAKE OUT ALL AUTOS. USE SAME COLORING EFFECT AS ON 2A1323.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,297,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive C. C. of [Signature]

By

Date

MAY 5 1937

# ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

MAY 5 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 5 1937	MAY 5 1937
SKETCH				
RETOUCHING	15 (17) 61 (2) 3		5 - 5	5 - 21 SL
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		5 - 21	5 - 21 H.F.
ENGRAVING				
HAND COLOR PROOF	160	1 1/4	5-25	5-25 H.F.
ARTIST DEPT.	166	8 3/4	5-25	5-25 H.F.

DATE BLUEPRINT OK'D

By

DATE Filed

JUL 19 1937

DATE HAND COLOR PROOF OK'D

By

DATE Photo Returned to Customer

By

5  
30



F.W.WOOLWORTH CO.,  
WACO, TEXAS

NO. 7A-H1453

ORDER NO. 1024

DATE 4-28-1937

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. I R. M. NO

TITLE (IN FULL) SCENIC DRIVE TO LAKE

IMPRINT  
NONE

WACO, WACO, TEXAS

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

HIGHWAY IS GREY CEMENT. BRIDGE AT EXTREME LEFT WHITE. POST ALONG PART OF  
HIGHWAY BLACK, WHITE TOPS. HILL AT RIGHT IS SOLID FIELD OF BLUEBONNETS, ALSO  
ON LEFT OF HIGHWAY. THE FLOWERS NEAR POST ARE ALSO BLUEBONNETS. ALL OTHER  
COLORING EFFECT USE OWN JUDGMENT.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive Order

By

Date

MAY 5 1937

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

By

Date

MAY 5 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 5 1937	MAY 5 1937
SKETCH				
RETOUCHING	158	2	5 - 5	5 - 24 S.
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	68		5 - 24	5 - 25 H.S.
ENGRAVING				
HAND COLOR PROOF	163	1 1/2		
ARTIST DEPT.	52	8 3/4	6/4/37	6/9/37

JUL 19 1937

DATE BLUEPRINT OK'D

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

57.  
30



F. W. WOOLWORTH CO.,  
WACO, TEXAS

NO. 7A-H454

ORDER NO. 1024

DATE 4-28-1937

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) A BEAUTIFUL FIELD OF  
BLUEBONNETS ALONG DRIVE AT LAKE WACO,  
WACO, TEXAS

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 1 R. M. NO

IMPRINT  
NONE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

THIS ENTIRE HILL IS COVERED WITH A SOLID BLUEBONNET FIELD. HOUSE AT TOP IN  
CENTER IS IVORY STUCCO. TREES GREEN.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,375

Executive *[Signature]* **ESTIMATE** Cost Dept. Checked  
By *[Signature]* **AND WORK SCHEDULE** By *[Signature]*  
Date **MAY 5 1937** Date **MAY 5 1937**

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 5 1937	MAY 5 1937
SKETCH				
RETOUCHING	156	2	May 22	May 4 SE
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	68		5-24	5-25 45.
ENGRAVING				
HAND COLOR PROOF	113	1 1/2		
ARTIST DEPT.	151	9	6-10	JUL 10 1937

DATE BLUEPRINT ORD. \_\_\_\_\_ DATE Filed \_\_\_\_\_

DATE HAND COLOR PROOF ORD. \_\_\_\_\_ DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

*Very Very Rich*



F. W. WOOLWORTH CO.,  
WACO, TEXAS

NO. 7A-H1455

ORDER NO. 1024

DATE 4-28-1937

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) MUNICIPAL DAM AT LAKE

WACO, WACO, TEXAS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I

R. M. NO

IMPRINT  
NONE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

BE SURE TO LEAVE IN THE TREE BRANCH IN THE SKY. DAM IS CEMENT GRAY.  
INCREASE FLOW OF WATER THRU DAM, MAKE IT VERY EFFECTIVE. AT LEFT THE LAND IS  
GRAVEL AND A FEW LARGE ROCKS, BROWN. IN THE WATERWAY WHERE THE STREAM OF WATER  
IS- THIS IS ALL BLUEISH SOAP STONE ROCK

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive of Estimate

By [Signature]  
Date MAY 5 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By [Signature]  
Date MAY 5 1937

OPERATION	EST. TIME Clock No.   Time Allowed		DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP			MAY 5 1937	MAY 5 1937
SKETCH				
RETOUCHING	3	3	5-5	5-24
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	68		5-2	5-25
ENGRAVING				
HAND COLOR PROOF	160	1 1/4	5-26	5-26
ARTIST DEPT.	127	8 3/4		6-

DATE BLUEPRINT OK'D

DATE JUL 19 1937

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

By

3

ST.  
30



F. W. WOOLWORTH CO.,  
WACO, TEX.

NO. 7A-H1456

ORDER NO. 1024

DATE 4-28-1937

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) **LOVERS' LEAP ROCK,**  
**CAMERON PARK, WACO, TEXAS**

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. **I**

R. M. **NO**

IMPRINT **NONE**

PHOTO PROPERTY OF **CT**

COLOR DESCRIPTION

LEAVE THE TWO GIRLS IN THE VIEW. ROCK IS OF A BROWN IN SEVERAL SHADES. ROCK  
FENCE NOW AROUND TOP IS NEW AND IS OF ALL COLORS OF ROCK.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE  
AND WORK SCHEDULE  
By Cost Dept. Checked  
Date MAY 5 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 5 1937	MAY 5 1937
SKETCH				
RETOUCHING	156	2	May 19	May 20 50
PHOTO-LITHO				
BLUEPRINT TRIPPING, OPAQUING	64		5-21	5-21 45
ENGRAVING				
HAND COLOR PROOF		1 1/2		
ARTIST DEPT.	50	9 3/4	10/6 37	11/6 37

DATE BLUEPRINT ORD \_\_\_\_\_

DATE MAY 19 1937

By 28

DATE HAND COLOR PROOF \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

15.  
30



F. W. WOOLWORTH CO.,  
WACO, TEXAS.

NO. 7A-H1457

ORDER NO. 1024

DATE 4-28-1937

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) ROSE GARDEN AND FOUNTAINS,  
CAMERON PARK, WACO, TEXAS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

ALL THE SMALL BUSHES ABOUT THE HEXAGON SHAPE POOL IN CENTER ARE RED, YELLOW & PINK ROSE BUSHES. PUT LOTS OF ROSES ON THESE. ALL THE BALANCE OF VIEW USE OWN JUDGMENT TO MAKE A VERY BEAUTIFUL SCENE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,759,775

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

ESTIMATE		AND WORK SCHEDULE	
By <u>[Signature]</u>	Cost Dept. Checked <u>[Signature]</u>	By <u>[Signature]</u>	Date <u>MAY 5 1937</u>
OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		MAY 5 1937	MAY 5 1937
SKETCH			
RETOUCHING	161 3	5-5	5-25 8
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	64	5-25	5-26 45.
ENGRAVING			
HAND COLOR PROOF	160 1/2	5-27 1	5-27 M.H.
ARTIST DEPT.	53 9	6/7/37	6/9/37

DATE BLUEPRINT OK'D \_\_\_\_\_ DATE Filed JUL 15 1937  
By \_\_\_\_\_ By [Signature]  
DATE HAND COLOR PROOF OK'D \_\_\_\_\_  
By \_\_\_\_\_ DATE Photo Returned to Customer \_\_\_\_\_

*Very Very Rush*

M

FT.  
30



F. W. WOOLWORTH CO.,  
WACO, TEX.

NO. 7A-H1458

ORDER NO. 1024

DATE 4-28-1937

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) U.S. POST OFFICE, WACO,  
TEXAS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

TAKE OUT AUTOS. PUT IN AT RIGHT END WHERE SMALL TREE IS, TWO MORE, THESE ARE  
TO BE VERY HEAVY FOLIAGE BUSHES. AT EACH OF STEPS ARE THREE SMALL BOXWOOD  
PLANTS. BLDG. BRICK, LIGHT TAN COLOR. ROOF RED & PINK TILE.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

By [Signature]  
Date APR 11 1937

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

By [Signature]  
Date MAY 11 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 12 1937	MAY 12 1937
SKETCH				
RETOUCHING	17	6	5-12	5-21 SL
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	64		5-21	5-21 LT
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	5-25	5-25 MS
ARTIST DEPT.	46	9 1/2	6-7-37	6-9-37

DATE BLUEPRINT OK'D. \_\_\_\_\_ DATE Filed JUL 19 1937

By \_\_\_\_\_ By [Signature]

DATE HAND COLOR PROOF OK'D. \_\_\_\_\_ DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_

ATTENTION!

16 Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.



F. W. WOOLWORTH CO.,  
WACO, TEX.

NO. 7A-HL459

ORDER NO. 1024

DATE 4-28-1937

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) PROFESSIONAL BUILDING,  
WACO, TEXAS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

USE PHOTO NO. 2830-29. TAKE OUT AUTO AND ALL PEOPLE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,779

Executive Order Made

By MAY 11 1937

Date

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By MAY 11 1937

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 12 1937	MAY 12 1937
SKETCH				
RETOUCHING	14	5	5-12	5-20
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	14		5-22	5-24
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	5-25	5-25
ARTIST DEPT.	52	8 3/4	6/1/37	6/5/37

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

By

DATE JUL 19 1937

By

DATE Photo Returned to Customer

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.



F. W. WOOLWORTH CO.,  
WACO, TEX.

NO. 7A-H1460

ORDER NO. 1024

DATE 4-28-1937

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) THE ROOSEVELT HOTEL,  
WACO, TEXAS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

USE PHOTO NO. 2831-29. TAKE OUT ALL AUTOS & PEOPLE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,292,775

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive Estimate

By *[Signature]*  
Date MAY 5 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By *[Signature]*  
Date MAY 5 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 5 1937	MAY 5 1937 B
SKETCH				
RETOUCHING	14	3	5-5	5-21 &
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		5-24	5-25 47.
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	5-26	5-26 m.d.
ARTIST DEPT.	167	9	6-4	6-8

DATE BLUEPRINT OK'D \_\_\_\_\_

DATE Filed

JUL 19 1937

By \_\_\_\_\_

By *[Signature]*

DATE HAND COLOR PROOF OK'D \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_

14



F.W.WOOLWORTH CO.,  
WACO, TEX.

NO. 7A-H1461

ORDER NO. 1024

DATE 4-28-1937

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) **AMICABLE LIFE INSURANCE**

**BUILDING, 22 STORIES HIGH**

**BOT: TALLEST BUILDING IN THE SOUTHWEST,**

**WACO, TEXAS**

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. **I**

R. M. **NO**

IMPRINT  
**NONE**

PHOTO PROPERTY OF **CT**

COLOR DESCRIPTION

USE PHOTO NO. 3A495. TAKE OUT ALL AUTOS, STREET CAR AND PEOPLE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,773

**ATTENTION!**

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive *[Signature]* Estimate

By *[Signature]*  
Date **MAY 11 1937**

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By *[Signature]*  
Date **MAY 11 1937**

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			<b>MAY 12 1937</b>	<b>MAY 12 1937</b>
SKETCH				
RETOUCHING	<b>2</b>	<b>3</b>	<b>5-12</b>	<b>5-19</b> <i>SL</i>
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	<b>68</b>		<b>5-19</b>	<b>5-20</b> <i>45</i>
ENGRAVING				
HAND COLOR PROOF	<b>16</b>	<b>1 1/2</b>	<b>5-25</b>	<b>5-25</b> <i>114</i>
ARTIST DEPT.	<b>150</b>	<b>9 1/2</b>	<b>6-5</b>	<b>6-9</b>

**JUL 19 1937**

DATE BLUEPRINT OK'D \_\_\_\_\_

DATE *Filed* \_\_\_\_\_

By \_\_\_\_\_

By *[Signature]*

DATE HAND COLOR PROOF OK'D \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_

ST.  
36



F. W. WOOLWORTH CO.,  
WACO, TEX.

NO. 7A-HL462

ORDER NO. 1024

DATE 4-28-1937

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

I

R. M.

NO

TITLE (IN FULL) **HOTEL RALEIGH HOTEL, WACO,  
TEXAS**

IMPRINT

NONE

PHOTO PROPERTY OF

CT

COLOR DESCRIPTION

USE PHOTO NO. 1A662. TAKE OUT AUTOS AND STREET CAR TRACKS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO. /

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

Executive OK of Estimate

By

Date MAY 11 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

MAY 11 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 12 1937	MAY 12 1937
SKETCH				
RETOUCHING	10	4	5 - 12	5 - 21 SE
PHOTO-LITHO				
BLENDING STRIPPING, OPAQUING	64		5 - 21	5 - 22 15
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	5-25	5-25 15
ARTIST DEPT.	54	10 1/2	6-4	6-11

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

By

DATE FILED

By

DATE Photo Returned to Customer

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

ST  
36



F. W. WOOLWORTH CO.,  
WACO, TEX.

NO. 7A-M463

ORDER NO. 2024

DATE 4-28-1937

6 M ART COLORTONE POST CARD, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) WACO MUNICIPAL BUILDING,  
WACO, TEXAS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. **I** R. M. **NO**  
IMPRINT **NONE**

PHOTO PROPERTY OF **CT**

COLOR DESCRIPTION

USE PHOTO NO. 1080-30. TAKE OUT ALL AUTOS & PEOPLE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive Order Estimate

## ESTIMATE

Cost Dept. Checked

By

By

Date

Date

MAY 11 1937

MAY 11 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Click No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 12 1937	MAY 12 1937
SKETCH				
RETOUCHING	14	3 1/2	5-12	5-19
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	48		5-19	5-20
ENGRAVING				
HAND COLOR PROOF	160	1 1/4	5-24	5-24
ARTIST DEPT.	46	9	6-3-37	6-4-37

JUL 19 1937

DATE BLUEPRINT OK'D

DATE Filed

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

By

14

CT.  
36



F. W. WOOLWORTH CO.,  
WACO, TEX.

NO. 7A-H1464

ORDER NO. 10.4

DATE 4-28-1937

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE (UPPER) LOWER, CENTER - BORDER.

TITLE (IN FULL) MEDICAL ARTS BUILDING,  
WACO, TEXAS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT  
NONE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

USE PHOTO NO. 1082-30. TAKE OUT ALL AUTOS & THE LONE MAN.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,297,776

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive Order of Board  
By [Signature] ESTIMATE  
Date MAY 11 1937 AND WORK SCHEDULE  
Cost Dept. Checked  
By [Signature]  
Date MAY 11 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 12 1937	MAY 12 1937
SKETCH				
RETOUCHING	4	5	5-12	5-20 Sc
PHOTO LITHO				
BLEUPRINT STRIPPING, OPAQUING	68		5-20	5-20 H.T.
ENGRAVING				
HAND COLOR PROOF	160	1/4	5-24	5-24 H.T.
ARTIST DEPT.	167	9	6-11	6-15

JUL 19 1937

DATE BLUEPRINT OK'D \_\_\_\_\_

By \_\_\_\_\_

DATE HAND COLOR PROOF OK'D \_\_\_\_\_

By \_\_\_\_\_

DATE Filed \_\_\_\_\_

By [Signature]

DATE Photo Returned to Customer \_\_\_\_\_

4

ST.  
36



F. W. WOOLWORTH CO.,  
WACO, TEX.

NO. 7A-H1465

ORDER NO. 1024

DATE 4-28-1937

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I

R. M.

NO

TITLE (IN FULL) WACO HALL, BAYLOR UNIVERSITY,

IMPRINT

NONE

WACO, TEXAS

PHOTO PROPERTY OF

CT

COLOR DESCRIPTION

US. PHOTO NO. 1081-30.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,775

Executive OK

By

Date

MAY 5 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

MAY 5 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Click No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 5 1937	MAY 5 1937
SKETCH				
RETOUCHING	3	1	5-5	5-20
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	6		5-21	5-21 A.F.
ENGRAVING				
HAND COLOR PROOF	160	1 1/4	5-25	5-25 M.F.
ARTIST DEPT.	30	8-3		6-7-79 B.M.

DATE BLUEPRINT OK'D

By

DATE FILED

By

DATE HAND COLOR PROOF OK'D

By

DATE Photo Returned to Customer

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.



F. W. WOOLWORTH CO.,  
WACO, TEX.

NO. 7A-HL466

ORDER NO. 1024

DATE 4-28-1937

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) BEAUTIFUL SCENE IN CAMERON  
PARK, WACO, TEXAS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

USE PHOTO NO. 2834-29.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive Estimate  
By [Signature] Date MAY 5 1937  
ESTIMATE  
AND WORK SCHEDULE  
Cost Dept. Checked  
By [Signature] Date MAY 5 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 5 1937	MAY 5 1937
SKETCH				
RETOUCHING	12	1	5-5	5-20 SL
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	6	✓	5-22	5-25 H.S.
ENGRAVING				
HAND COLOR PROOF		1 1/2		
ARTIST DEPT.	30	9		6-1-7 Bth

DATE BLUEPRINT OK'D

By

DATE FILED

By

DATE HAND COLOR PROOF OK'D

By

DATE Photo Returned to Customer

12

51  
30



F. W. WOOLWORTH CO.,  
WACO, TEX.

NO. 7A-H1467

ORDER NO. 1024

DATE 4-28-1937

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

I

R. M.

NO

TITLE (IN FULL) GREETINGS FROM WACO, TEXAS

IMPRINT

NONE

BOT, SMALL TYPE: (C) C.T. & CO., CHICAGO

PHOTO PROPERTY OF

CT

COLOR DESCRIPTION

USE LATEST SCENES . *Revised* BLDG. TO BE LIGHT BLUE, AS ON 5A-H1647.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

12 1/2 x 6 1/2  
**ATTENTION!**

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

By

Date

MAY 7 1937

**ESTIMATE**  
AND WORK SCHEDULE

Cost Dept. Checked

By

Date

MAY 7 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 7 1937	MAY 7 1937
SKETCH <i>lay out</i>		12		
RETOUCHING	2	7	5-7	5-24 SC
PHOTO-LITHO				
BLENDING, STRIPPING, OPAQUING	64		5-24	5-25
ENGRAVING				
HAND COLOR PROOF				
ARTIST DEPT.	159	15		

DATE BLUEPRINT OK'D

By

DATE *Filed* JUL 19 1937

By

DATE HAND COLOR PROOF OK'D

By

DATE Photo Returned to Customer

2

12-111

OK

32



Copyrighted by

SAPIRSTEIN GREETING CARD COMPANY,  
CLEVELAND, OHIO.

NO. 7A-H1468

ORDER NO. 0940

DATE 4-29-1937

25 M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.

FRONT NO. 2 R. M. YES

TITLE (IN FULL) PUBLIC SQUARE AND UNION  
TERMINAL TOWER, CLEVELAND, OHIO.

IMPRINT SAME AS ABOVE.

PRIVATE NO. BEFORE TITLE.- 95.

PHOTO PROPERTY OF C.T. & CO.

COLOR DESCRIPTION

THE GENERAL LAY-OUT OF THIS CARD IS THE SAME AS ON YOUR PLATE  
NO. 7A-H174. IN THE CENTER OF THE VIEW, INSTEAD OF USING THE GEORGE WASHINGTON  
BRIDGE, USE OUR NO. 39, PUBLIC SQUARE AND UNION TERMINAL TOWER, CLEVELAND, OHIO.  
YOUR PLATE NO. 2A-H658.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLCCE MULTI-PLY FORMS PAT. NO. 1,297,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Lay out in 7A H. 3300

Executive Order

By *[Signature]*  
Date MAY 5 1937

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

By *[Signature]*  
Date MAY 5 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Click No.	Time Allowed		
COMPOSING, TYPE SET-UP			MAY 5 1937	MAY 5 1937
SKETCH <i>Lay out</i>	13	$\frac{1}{2}$	5-5	5-17 S
RETOUCHING				
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		5-19	5-21 4.5
ENGRAVING				
HAND COLOR PROOF	160	$\frac{1}{2}$	5-21	5-21 1/4
ARTIST DEPT.	30	9 $\frac{3}{4}$		6-2-7 <i>Pte</i>

DATE BLUEPRINT OK'D. \_\_\_\_\_ DATE *OK'd* JUL 19 1937

By \_\_\_\_\_

By *[Signature]*

DATE HAND COLOR PROOF OK'D. \_\_\_\_\_ DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_

57.  
30



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 7A-H1469 ORDER NO. 2244 DATE 6-2-1937

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

CUSTOMER ALLEN SANITARIUM,  
CONVERSE, LA.

Photos for  
this Customer

12 1/2M PC

SIZE 3 1/2 x 5 1/2

STYLE PHOTO COLOR IT, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full THE NEW ALLEN SANITARIUM AND CLINIC, —  
CONVERSE, LA.

FRONT NO. 5 (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO

Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

A #50.

Ref 3  
7016  
283

X  
M  
P

X

ST  
59



31

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER  
RETURN PHOTO YES NO

DIAL NO. 7A-H1470 ORDER NO. 0949 DATE 4-29-1937

CUSTOMER STATE HOTEL CORP.,  
CORTLAND, NEW YORK

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 $\frac{1}{2}$ " M P.C.

SIZE

3 $\frac{1}{2}$  x 5 $\frac{1}{2}$

STYLE ART COLOR TONE WHITE BORDER.

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full HOTEL CORTLAND COFFEE SHOP, CORTLAND,  
N.Y. ETC., AS PER COPY.

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATTACHED.

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

40 1

Ref. 12

24

15

M



ELIAS KARP & SON,  
SYRACUSE, N. Y.

NO. 7A-H1471

ORDER NO. 1052

DATE 4-30-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE <u>UPPER</u> , LOWER, CENTER - BORDER.	FRONT NO. <u>I</u>	R. M. <u>Yes</u>	
TITLE (IN FULL) <u>NEW YORK CENTRAL STATION, SYRACUSE, N. Y.</u>	IMPRINT <u>SAME AS ABOVE</u>		
PRIVATE NO. BEFORE TITLE: <u>2</u>			
COLOR DESCRIPTION <u>BLACK MARBLE BASE, BRONZE DOORS. BLDG. BUFF. ENTRANCE VERY LIGHT.</u>		PHOTO PROPERTY OF <u>CT</u>	

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,779

Executive OK of Estimate

By

Date

JUN 2 1937 AND WORK SCHEDULE

Cost Dept. Checked

By

Date

JUN 2 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Click No.	Time Allowed		
COMPOSING, TYPE SET UP			<u>JUN 2 1937</u>	<u>JUN 2 1937</u>
SKETCH				
RETOUCHING	<u>2</u>	<u>6</u>	<u>6-2</u>	<u>6-10 8h</u>
PHOTO-LITHO				
BLUEPRINT STAMPING, OPAQUING	<u>64</u>		<u>6-10</u>	<u>6-10 1h</u>
ENGRAVING				
HAND COLOR PROOF	<u>16</u>	<u>1 1/2</u>	<u>6-12</u>	<u>6-12</u>
ARTIST DEPT.	<u>52</u>	<u>9 3/4</u>	<u>6/19/37</u>	<u>6/22/37</u>

DATE BLUEPRINT OK'D

By

DATE Filed

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By



ELIAS KARP & SON,  
SYRACUSE, N. Y.

NO. 7A-M472

ORDER NO. 1052

DATE 4-30-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) GREETINGS FROM SYRACUSE,  
N. Y.

PRIVATE NO. UPPER LEFT CORNER: 1

Bot, small type: (C) C.T. & CO., CHICAGO

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

*Large photo*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,774

Approved OK of Bureau

ESTIMATE

Cost Dept. Checked

By *[Signature]*  
Date JUN 11 1937

AND WORK SCHEDULE

By *[Signature]*  
Date JUN 11 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 11 1937	JUN 11 1937
SKETCH		12		
RETOUCHING	17	7		
PHOTO LITHO				
BEELIETH	68		6-8	6-8 RT.
STRIPPING, OPAQUING				
ENGRAVING				
HAND COLOR PROOF				
ARTIST DEPT.	165	14	6-23	6-30

DATE BLUEPRINT ORD

DATE *Red* JUL 19 1937

By

By

DATE HAND COLOR PROOF ORD

DATE Photo Returned to Customer

By

ST  
68



SHREVEPORT NEWS AGENCY,  
SHREVEPORT, LA.

NO. 7A-H1473

ORDER No. 1054

DATE 4-30-1937

12½ M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) CADDOPARISH COURT HOUSE,  
SHREVEPORT, LA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

USE PHOTO NO. 1021-30. ELIMINATE ALL BLDGS. OTHER THAN THE COURT HOUSE AND  
MAKE THE SHRUBBERY MUCH LARGER (SEE CARD ATTACHED.) COLOR SAME AS 1021-30  
EXCEPT MAKE THE WINDOW FRAMES AND DOOR A DARK GREEN BRONZE COLOR.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

By MAY 11 1937

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

By MAY 11 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 12 1937	MAY 12 1937
SKETCH				
RETOUCHING	14	5	5-12	6-9 SE
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	6		6-9	6-10 45
ENGRAVING				
HAND COLOR PROOF	160	1½	6-11-	6-11-
ARTIST DEPT.		9½	6-30-37	7-2-37

JUL 19 1937

DATE BLUEPRINT OK'D

DATE Read

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.



SHREVEPORT NEWS AGENCY,  
SHREVEPORT, LA.

NO. 7A-H1474

ORDER NO. 1054

DATE 4-30-1937

12<sup>1</sup>/<sub>2</sub>M ART COLORTONE .08T CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) SHRINE HOSPITAL,  
SHREVEPORT, LA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

USE PHOTO NO. 93879/ EXX COLOR SAME AS 93879.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK Estimate

By [Signature]

Date MAY 11 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By [Signature]

Date MAY 11 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 12 1937	MAY 12 1937
SKETCH				
RETOUCHING	12	1	5-12	6-9-37
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	18		6-9	6-9-45
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	6-11	6-11-37
ARTIST DEPT.	30	9 1/2		6-29-37

JUL 19 1937

DATE BLUEPRINT OK'D \_\_\_\_\_ DATE Filed \_\_\_\_\_

DATE HAND COLOR PROOF OK'D \_\_\_\_\_ DATE \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

[Large Handwritten 'R' or '2']

12

36



SHREVEPORT NEWS AGENCY,  
SHREVEPORT, LA.

NO. 7A-11475

ORDER NO. 1054

DATE 4-30-1937

12<sup>1</sup>/<sub>2</sub> ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) TEXAS STREET, LOOKING EAST,  
SHREVEPORT, LA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT  
NONE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

*Take out most of the autos. Try to bring out bridge in background*

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

Executive OK of Estimate

By MAIT  
Date

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By MAIT  
Date MAY 1 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 7 1937	MAY 7 1937
SKETCH				
RETOUCHING	17	7	5-27	6-11 86
PHOTO-LITHO				
BLUEPRINT STRIPPING OPAQUING	18		6-1	6-1 86
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	6-14	6-14 86
ARTIST DEPT.	160	10	July 1	July 5

DATE BLUEPRINT OK'D

DATE Filed

DATE HAND COLOR PROOF OK'D

DATE Photo returned to Customer

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.



SHREVEPORT NEWS AGENCY,  
SHREVEPORT, LA.

NO. 7A-M476

ORDER NO. 1054

DATE 4-30-1937

12½M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) ~~LONG-ALLEN BRIDGE,~~  
SHREVEPORT, LA.

Bridges across Red River, Shreveport, La.,  
Waterway to the southwest

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT NONE

Small type -- Photograph by U. S. Army Air Corps PHOTO PROPERTY OF CT

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,790,777

Executive OK of Business

ESTIMATE

Cost Dept. Checked

By Date JUN 11 1937 AND WORK SCHEDULE

By Date JUN 11 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 11 1937	JUN 11 1937
SKETCH				
RETOUCHING	3	5	6-11	6-15 SL
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	6		6-16	6-16 48
ENGRAVING				
HAND COLOR PROOF		2½		
ARTIST DEPT.	51	13½	7-7	7-8

DATE BLEUPRINT OK'D

DATE

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

Very Rush  
JH



SHREVEPORT NEWS AGENCY,  
SHREVEPORT, LA.

NO. 7A-H1477  
ORDER NO. 1054  
DATE 4-30-1937

12½ M ART COLORTONE 10ST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) VIEW OF CITY FROM VIADUCT,  
SHREVEPORT, LA.

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 1 R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

USE PHOTO NO. 1022-30. COLOR SAME AS 1022-30.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

By

Date

MAY 11 1937

ESTIMATE

AND WORK SCHEDULE

Cost Dept. Checked

By

Date

MAY 11 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 12 1937	MAY 12 1937
SKETCH				
RETOUCHING	14	3	5-12	6-5 SL
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		6-5	6-7 H.
ENGRAVING				
HAND COLOR PROOF	160	1½	6-0	6-9
ARTIST DEPT.	166	9¾	6-30	6-30

DATE BLUEPRINT ORD.

By

DATE Filed

By

DATE HAND COLOR PROOF ORD

DATE Photo Returned to Customer

By

ST  
36



SHREVEPORT NEWS AGENCY,  
SHREVEPORT, LA.

NO. 7A-H1478

ORDER NO. 1054

DATE 4-30-1937

12 1/2 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) WASHINGTON-YOURIE HOTEL,  
SHREVEPORT, LA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF CT.

COLOR DESCRIPTION

USE PHOTO NO. 1019-30. ELIMINATE OLD AUTOS AND RED BLDG. AT THE RIGHT.

COLOR SAME AS 1019-30.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

By

Date

ESTIMATE

AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 12 1937	MAY 12 1937
SKETCH				
RETOUCHING	4	5	5 - 12	6 - 10 8c
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	60		6 - 0	6 - 10 4c
ENGRAVING				
HAND COLOR PROOF	10	15		14
ARTIST DEPT.	170	10	6/9/37	6/30/37

DATE BLUEPRINT OK'D

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.



SHREVEPORT NEWS AGENCY,  
SHREVEPORT, LA.

NO. 7A-H1479

ORDER NO. 1054

DATE 4-30-1937

12½ M ART COLORTONE POST CARDS, WHITE BORDER

GROUP (2)

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. NO

TITLE (IN FULL) CENTENARY COLLEGE,  
SHREVEPORT, LA.

IMPRINT NONE

SUB TITLES: PHYSICAL EDUCATIONAL BUILDING  
MEN'S DORMITORIES

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

*med*  
BLDGs. DARK RED BRICK, STONE WORK WHITE. THE TWO PILLARS AT ENTRANCE  
ALSO DARK RED BRICK, WHITE STONE TOP.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

7 Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

By MAY 7 1937

Date

ESTIMATE

Cost Dept. Checked

By

AND WORK SCHEDULE

Date MAY 7 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETING
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 7 1937	MAY 7 1937
SKETCH				
RETOUCHING	158 11 1/2 15 2 1/2	4	5 - 7	6 - 14 86
PHOTO-LITHO				
BLUEPRINT STRIPPING, GPOUING	6 1/2		4 - 4	6 - 5 87
ENGRAVING				
HAND COLOR PROOF		1 1/2		
ARTIST DEPT.	167	9 3/4	6-29-37	1-3-37

DATE BLUEPRINT OK'D

DATE

JUL 19 1937

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

ST.  
32



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

C. T. & CO. — CUSTOMER

DIAL No. 7A-H1480 ORDER NO. 0966 DATE 4-30-1937

CUSTOMER MORSE & ROGERS  
NEW YORK, NEW YORK

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

5  
Photos for  
this Customer

12 1/2 M P.C. SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full HAPPY LANDINGS.

FRONT NO. 5 (All of this on address side)  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

SEE INSTRUCTIONS ATTACHED.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 -10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

*Russin*

PHOTO RETURNED

TO

PHOTO USED FOR

RETURN PHOTO YES NO

2M-1-2-37

MAKEOVER

Charge to Ads Dept:

EST. Makeover Time Required

	TIME	Time Recorded in Cost Dept.
RETOUCHING	<u>1</u>	
PHOTO LITHO		<u>MAY 25 1937</u>
COMPOSING		
ART DEPT.	<u>1/2</u>	
ENGRAVING		

10

Ch 5-25

*5*  
*9 x 1 1/2*  
*3 1/2*  
*12 1/2*

*#27*



RETURN PHOTO YES NO PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 7A-H1481 ORDER NO. 0966 DATE 5-5-1937

CUSTOMER MORSE & ROGERS,  
NEW YORK, N. Y.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 1/2 M PC

SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE, FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full  
(AS PER COPY)

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

#### COLOR DESCRIPTION

SEE SKETCH. THE GENERAL COLORTONES OF THE BACKGROUND ARE SATISFACTORY THOUGH THEY OF COURSE  
BE MUCH MORE UNIFORMLY GRADED IN MAKING H.C. PROOF. SHOLS ARE BROWN, BLACK AND BLACK AS INDICATED.  
THE BROWN SHOULD BE REDDISH BROWN CALF, AS INDICATED ON INSTRUCTIONS FOR 7A-H1480.

make DK blue impression

PHOTO RETURNED

TO

PHOTO USED FOR

5x7  
1 1/2  
Ret. 4 1/2  
200 1 1/2  
A10

#27

R

534



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 7A-H1482 ORDER NO. 0966 DATE 5-5-1937

CUSTOMER MORSE & ROGERS,  
NEW YORK, N.Y.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 1/2 M PC SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full AS PER COPY

FRONT NO. 5 R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

#### COLOR DESCRIPTION

SEE SKETCH ATTACHED. BACKGR UND COLORTONE AS INDICATED. TWO TOP SHOES ARE A TANNISH BROWN. BOTTOM SHOES ARE WHITE AND BLACK, AS SHOWN ON SKETCH. THE TANNISH BROWN IN UPPER SHOES WANTS TO BE A BETTER COLOR THAN ON SKETCH. COLORS IN TRADEMARK IN UPPER LEFT CORNER SHOULD BE THE SAME AS THOSE IN SKETCH FOR 7A-H1483. COLORS FOR THE PANEL AT RIGHT OF CARD SHOULD CONFORM TO THE ONES INDICATED ON THE TISSUE OVERLAY OF THE DRAWING. YOU'LL NOTICE CUSTOMER CHANGED THESE SOMEWHAT FROM ORIGINAL SKETCH, AND GIVES YOU A BETTER INDICATION OF HOW THIS EFFECT IS TO BE ACCOMPLISHED IN COLOR.

make DK. Blue impression

MAKEOVER

Charge to Adv. Dept.

EST. Makeover Time Required

	TIME	Time recorded in Cost Dept.
RETOUCHING	1	
PHOTO LITHO		
COMPOSING		
ART DEPT.	1/2	
ENGRAVING		

MAY 25 1937

By

5x7  
L.O. 1  
Ref 4 1/2  
H.C. 1 1/2  
A10 1/2

1150-25

gzw

#27

R

5-25

ST.  
33

10  
5



RETURN PHOTO YES NO PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 7A-H1483 ORDER NO. 0966 DATE 5-5-1937

CUSTOMER MORSE & ROGERS,  
NEW YORK, N. Y.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 1/2 M PC SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE, FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full AS PER COPY

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

*on front*

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto  
NEG. NO.  
\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

See sketch enclosed. Background colortones as indicated. Note that some change has been made in the art work for the "added illustrations". In checking the drawing salesman overlooked noticing whether shoe in lower right is actually to be made brown or black. This can be told from the drawing and proof, of course, should be made accordingly. Note that bow or tongue of the upper right shoe is a darker brown. The browns in the shoes should be more of the reddish brown, but here again the drawing will be of help to you in better determining the depth of this brown tone.

PHOTO RETURNED TO PHOTO USED FOR

5x7  
L.O.: 2  
Ret 5  
200134  
#12

*GW*

#27

*[Large handwritten mark]*

*[Handwritten mark]*



RETURN PHOTO YES NO PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. <u>✓ 7A-H1484</u> ORDER NO. <u>0966</u> DATE <u>5-5-1937</u> DEPT. <u>RETOUCHING</u> <u>ENGRAVING</u> <u>PHOTO LITHO</u> <u>COMPOSING</u> <u>LITHO ART</u>		DATE COMPLETED	<div>Photos for this Customer</div>
CUSTOMER <u>MORSE &amp; ROGERS,</u> <u>NEW YORK, N. Y.</u>			
12 <sup>1</sup> / <sub>2</sub> M PC SIZE 3 <sup>1</sup> / <sub>2</sub> x 5 <sup>1</sup> / <sub>2</sub> STYLE ART COLORTONE, FULL FACE			
PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout Title in Plate Yes No Copyright in Plate Yes No Title in full <u>AS PER COPY</u>		FRONT NO. <u>5</u> (All of this on address side) R. M. Yes No R. M. to cover part of Mess. Space, entire Mess. Space, entire Front Trade Mark Yes No Special type as sample IMPRINT: Customer <u>C. T. Imprint</u> No Imprint <i>rev. on front</i>	
RETOUCHING DEPARTMENT Submit —, Sketch — Layout — Retouched Photo — Wash Drawing Follow Layout		PHOTO LITHO Rephoto <div>NEG. NO.</div> ____ Photograph each - Size 5x7 - 8x10 - 10x12 ____ Prints each from _____ Negatives MATTE or GLOSSY Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted See Salesman, Customer, or Sample for Position, Office DELIVER Straighten Photo Negative — Line — Halftone — Combination. <div>120</div> <div>133</div> <div>150</div> <div>175</div> Dry — Wet — Pancromatic — Color Separation. Transfer — Paper Process — New Process. Stripping — White Border — Full Face. Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.	
COLOR DESCRIPTION See sketch attached. Background colortones far too garish for their uneven-ness and must be more uniformly pleasing in their gradations. Provide for this in the hand-color. Upper left shoe should be brown. Lower left and upper right are black. Lower right is a tannish brown toe and heel, with the fabrick a dark green, much like a "29. *			

PHOTO RETURNED TO PHOTO USED FOR

5x7  
20 1/2  
R 5  
20 1/2  
+ 12

*Retouch*

*19.00*

*Pay*

*# 27*

*R*

*X*

ST.  
#C



SAPIRSTEIN GREETING CARD COMPANY,  
CLEVELAND, OHIO

NO. 7A-HI485

ORDER NO. 1072

DATE 4-30-1937

12 M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) MAIN STREET LOOKING

EAST, ALLIANCE, OHIO

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

ON RIGHT 1ST DARK RED BRICK, DARK SIGNS WHITE LETTERS. 2&3 DARK RED, 4 BUFF, 5 BROWN, 6&7 BROWN, 8 BUFF, 9 GRAY, 10 TALL BLDG. DARK RED, 11 GRAY, OTHERS RED BRICK. ON LEFT 1ST GRAY, 2 BROWN, 3 DARK RED, 4 BUFF, 5 RED, 6&7 BUFF, 8 WHITE, 9 RED, 10 GRAY, 11 TALL BLDG. GRAY, OTHERS RED. REMOVE A&P SIGN ON LEFT EDGE. REMOVE BLURRED AUTO & MEN. NOTICE TROLLEY TRACK & AUTOS ARE OUT OF DATE. SEE ATTACHED PHOTO FOR UP TO DATE TRACKS. DETAIL IN REAR TO BE AS ON PHOTO NO. 496. DETAIL IN FOREGROUND IS TO BE AS ON PHOTO NO. 20. YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,796,775

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

By

Date

MAY 7 1937

ESTIMATE

AND WORK SCHEDULE

By

Date

Cost Dept. Checked

MAY 7 1937

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE-SET UP		MAY 7 1937	MAY 7 1937
SKETCH			
RETOUCHING	3 6	5-7	5-20 SL
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	14	5-20	5-21 K.F.
ENGRAVING			
HAND COLOR PROOF	160 1 1/2	5-21	5-22 M.G.
ARTIST DEPT.	55 10 1/2	5-27-37	6-7-37

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

By

DATE Filed

By

DATE Photo Returned to Customer

3

ST-324



SAPIRSTEIN GREETING CARD COMPANY,  
CLEVELAND, OHIO

NO. 7A-H1486

ORDER NO. 1072

DATE 4-30-1937

12 M 500 POST CARDS C.T.ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) ALLIANCE COUNTRY CLUB,  
XXX ALLIANCE, OHIO

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

BLDG. DARK RED BRICK, DARK GREEN ROOF, WHITE TRIM. MAKE WATER  
IN LAKE BLUE. MAKE BARE PLACE IN FRONT OF BLDG. GREEN LAWN.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

Executive OK of Estimate

By

Date

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

By

Date

MAY 7 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 7 1937	MAY 7 1937
SKETCH				
RETOUCHING	12	2	5-7	5-19 SL
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	66		5-19	5-20 LK
ENGRAVING				
HAND COLOR PROOF	12	1/2		
ARTIST DEPT.	46	8 3/4	5-28-37	5-29-37

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

By

DATE Filed

By

DATE Photo Returned to Customer

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

R

JUL 19 1937

12

ST.  
32



SAPIRSTEIN GREETING CARD COMPANY,  
CLEVELAND, OHIO

NO. 7A-HI 487

ORDER NO. 1072

DATE 4-30-1937

12 M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) SCIENCE HALL, GIRLS'  
DORMITORY, MOUNT UNION COLLEGE,  
ALLIANCE, OHIO

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. 10

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

DARK RED BRICK, WHITE COLUMNS, CORNICE & TRIM. SLATE ROOF.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

By

Date

MAY 11 1937

ESTIMATE

AND WORK SCHEDULE

By

Date

Cost Dept. Checked

MAY 11 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 12 1937	MAY 12 1937
SKETCH				
RETOUCHING	17	3 1/2	5-12	5-19
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	64		5-20	5-20
ENGRAVING				
HAND COLOR PROOF	113	1 1/2		2 days
ARTIST DEPT.	47	9 3/4	May 27, 1937	June 1

DATE BLUEPRINT OK'D

By

DATE Filed

By

DATE HAND COLOR PROOF OK'D

By

DATE Photo Returned to Customer

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

R.

17

ST.  
36



SAPIRSTEIN GREETING CARD COMPANY,  
CLEVELAND, OHIO

NO. 7A-HI488

ORDER NO. 1072

DATE 4-30-1937

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) MORGAN MEMORIAL,  
CHAPMAN AND MILLER HALLS, MOUNT  
UNION COLLEGE, ALLIANCE, OHIO

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. NO

IMPRINT  
SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

BLDGs, ALL DARK RED BRICK. WHITE TRIM ON CENTER BLDG. LIGHT TRIM ON  
REAR LEFT & RIGHT. DARK DULL RED BRICK FENCE ON LEFT. GRAY CEMENT  
STADIUM. GREEN LAWN. CEMENT WALLS. REMOVE AUTO IN FOREGROUND.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,297,775

Executive OK of Estimate

By

Date

MAY 12 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

MAY 12 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 12 1937	MAY 12 1937
SKETCH				
RETOUCHING	10	6	5 - 12	5 - 20 SL
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	10		5 - 20	5 - 20 HS.
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	5 - 21	5 - 21 ACI
ARTIST DEPT.	16	9 3/4	5 16	5 - 28

DATE BLUEPRINT ORD.

By

DATE HAND COLOR PROOF ORD

By

DATE Filed

By

DATE Photo Returned to Customer

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.



SAPIRSTEIN GREETING CARD COMPANY,  
CLEVELAND, OHIO

NO. 7A-HI489

ORDER NO. 1072

DATE 4-30-1937

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL)

THE MC CASKEY REGISTER

IMPRINT SAME AS ABOVE

COMPANY OFFICE AND PLANT, ALLIANCE,  
OHIO

PHOTO PROPERTY OF ST

COLOR DESCRIPTION

DARK BUFF STACK. DARK RED BRICK, LIGHT GRAY TRIM. DARK TANK.  
OTHER BLDGS. WHITE & GREY.

RETURN PHOTO TO MC CASKEY REGISTER  
CO., ALLIANCE, OHIO

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,779

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

By

Date

## ESTIMATE

AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 12 1937	MAY 12 1937
SKETCH				
RETOUCHING	5	6	5-12	5-20
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	18		5-21	5-21 45
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	5-22	5-22
ARTIST DEPT.		9 3/4	5-27	5-28

DATE BLUEPRINT OK'D

DATE

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

Very  
Very  
Push

5

ST  
35



SAPIRSTEIN GREETING CARD COMPANY,  
CLEVELAND, OHIO

NO. 7A-H1490

ORDER NO. 1072

DATE 4-30-1937

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

2

R. M.

NO

TITLE (IN FULL)

"GLA MORGAN", COL.

IMPRINT

SAME AS ABOVE

W.H. MORGAN'S RESIDENCE AND  
GROUNDS, ALLIANCE, OHIO

PHOTO PROPERTY OF

CT

COLOR DESCRIPTION

USE PHOTO NO. 61955. SHOW DEEP BLUE COLOR ON WATER.  
A LITTLE DARKER GRAY STONE ON BLDG. ROOF NOT SO RED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

By

Date

Date

MAY 11 1937

MAY 11 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 12 1937	MAY 12 1937
SKETCH				
RETOUCHING	12	2		
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	41		5-14	5-19
ENGRAVING				
HAND COLOR PROOF	33	1 1/2		
ARTIST DEPT.	44	9 3/4	5/28/37	6/2/37

JUL 19 1937

DATE BLUEPRINT OK'D

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

By

12

ST.  
36



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 7A-E1491 ORDER NO. 1084 DATE 5-1-1937

CUSTOMER AMERICAN MAILING BUREAU  
RICHMOND, VIRGINIA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M P.C. SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

*On front*  
*The Association for the preservation of Virginia Antiquities*

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG.NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

*Photo ret  
3/15/38*

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

*Colors must be left*

*in 6 min*

*57  
30*



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 7A-H1492 ORDER NO. 5-25-1937 DATE 1083

CUSTOMER MONTE CRISTO ITALIAN RESTAURANT  
CHICAGO, ILL.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M PC GROUP (2) SIZE 3 1/2 x 5 1/2

STYLEART COLORTONE, FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full MONTE CRISTO (ETC. AS PER COPY)

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE LAYOUT ATTACHED.

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination.  
Dry — Wet — Pancromatic — Color Separation.  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE COLOR INSTRUCTIONS ATTACHED.

RETURN PHOTO YES NO

Large photo

MAKEOVER

Charge to

EST. Makeover Time Required

RETOUCHING  
PHOTO LITHO  
COMPOSING  
REPLACEMENT  
LITHO ART

JUL 25 1937

CORRECTION  
MAKEOVER

CUSTOMER Date

JUN 30 1937

MAKEOVER

Charge to Dept.

EST. Makeover Time Required

RETOUCHING  
PHOTO LITHO  
COMPOSING  
REPLACEMENT  
LITHO ART

JUN 28 1937

Jan 10 1937  
24  
14

Cover  
H.P.



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER  
RETURN PHOTO YES NO

DIAL NO. 7A-H1493 ORDER NO. 1094 DATE 5-24-1937

CUSTOMER WARWICK OPERATING CO.,  
ST. LOUIS, MO.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 1/2 M PC SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE, X FULL FACE

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full WARWICK HOTEL, ST. LOUIS, MO.

FRONT NO. 5  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

SEE TISSUE ATTACHED.

PUT A FLAG ON CORNER. CUT OUT THE OLD STYLE  
AUTO ON THE SIDE, ALSO THE PENT HOUSES ON ROOF.

3A H 1457

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

RED BRICK, GRAY STONE, BRONZE CANOPIES. ORANGE & GREEN AWNINGS. GREEN WINDOW SASH.

PHOTO RETURNED TO PHOTO USED FOR

Rev. 7  
28 1 3/4  
A 12

2

X



MR. GEORGE L. KEMPER, POSTMASTER  
UNITED STATES POST OFFICE.,  
ABERDEEN, SOUTH DAKOTA

NO. 7A-H1494

ORDER NO. 1090

DATE 5-3-1937

12 1/2 M ART COLORRONE POST CARDS (ALL OF THIS ON THE PICTURE SIDE)		WHITE BORDER. (ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.		FRONT NO 1	R. M. NO
TITLE (IN FULL) UNITED STATES POST OFFICE AND COURT HOUSE, ABERDEEN, SOUTH DAKOTA		IMPRINT NONE	
COLOR DESCRIPTION		PHOTO PROPERTY OF CUSTOMER	

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

Executive OK of Estimate

By

Date

ESTIMATE

AND WORK SCHEDULE

Com. Dept. Checked

MAY 7 1937

OPERATION	EST. TIME Clock No. Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		MAY 7 1937	MAY 7 1937
SKETCH			
RETOUCHING	15 6	5-7	5-10 SC
PHOTO-LITHO			
BLUEPRINT STRIKING, GRAVING	68	5-10	5-10 45
ENGRAVING			
HAND COLOR PROOF	2 1/4		
ARTIST DEPT.	150 8	5/22	5/25

DATE BLUEPRINT OK'D

DATE

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

MAKEOVER

Charge to L.V. Dept.

EST. Makeover Time Required

	TIME	Time Allowed in Post Dept.
RETOUCHING	10	
PHOTO-LITHO	1/2	
COMPOSING		
ART DEPT.		
ENGRAVING		

MAY

MA 1937



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 7A-H1495 ORDER NO. 1095

DATE 5-3-1937

CUSTOMER HOTEL HAYES.,  
JACKSON, MICHIGAN

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

50 M P.C.

SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE PHOTO COLORIT WHITE BORDER.

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full HOTEL HAYES, JACKSON, MICHIGAN

FRONT NO. 5  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print Handcolor Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

FOR COLORING USE PHOTO NO. 1A-H304.

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

Ret 7  
H.C. 1 1/2  
La 10 1/2  
M

1500-5

Am



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

31

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

DIAL NO. 7A-EL496 ORDER NO. 197

DATE 5-3-1937

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER OSCAR SPRINGER.,  
GALVESTON, TEXAS

12 1/2 M P.C.

SIZE 3 1/2 x 5 1/2

STYLE PHOTO COLORIT WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

PHOTO LITHO

Rephoto

NEG.NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

S.O. 2  
Ret 12  
218  
A13



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

DIAL NO. 7 A-H1497 ORDER NO. 1098 DATE 5-4-1937

CUSTOMER THE SMITH-BROOKS PRINTING CO.,  
DENVER, COLO.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12<sup>1</sup>/<sub>2</sub>M PC SIZE 3<sup>1</sup>/<sub>2</sub> x 5<sup>1</sup>/<sub>2</sub>

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

(All of this on address side)  
FRONT NO. 5 R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

IMPRINT: C. T. IN CENTER. AT LEFT: SMITH-BROOKS  
DENVER

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

CUT AT BOTTOM AS MARKED. CUT AT TOP TO PROPORTION

PHOTO LITHO  
Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE COLOR VIEW ATTACHED. THIS IS A TRIFLE DARK.

Photo ret  
7/6/37

PHOTO RETURNED

TO

PHOTO USED FOR

R 2 1/2  
20 1/2  
9 3/4

X  
P  
m

A51

12

ST  
30



RETURN PHOTO YES NO PHOTO PROPERTY OF C. T. & CO. CUSTOMER

DIAL No. 7A-H1498 ORDER NO. 1099 DATE 5-4-1937

CUSTOMER HAPPY'S CLUB CATALINA,  
AVALON, CALIF.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

12  
Photos for  
this Customer

12 1/2 M PC SIZE 3 1/2 x 5 1/2

STYLE ART COLOR TONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

HAPPY'S CLUB CATALINA BAR, —  
AVALON, CALIFORNIA

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

TAKE OUT CORD LEADING FROM BUDWEISER SIGN.

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

120

Dry — Wet — Pancromatic — Color Separation.

133

Transfer — Paper Process — New Process.

150

Stripping — White Border — Full Face.

175

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

BAR IS IVORY BOTH FRONT AND BACK. THE TOP OF BAR IN MAHOGANY. TOP OF STOOLS ARE BLUE NO. 4,  
BASE BLACK. LIGHTS (BAR) BLUE. DANCING BLUE NEON. PARTITION OLD IVORY. BAND STAND IVORY.  
CURTAIN GOLD. LINOLEUM BROWN AND YELLOW.

PHOTO RETURNED

TO

PHOTO USED FOR

5x7  
del 7  
del 1 1/2  
A10

Get work on for order

2175

5

ST.  
30



RETURN PHOTO YES NO PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 7A-H1499 ORDER No. 1102 DATE 5-4-1937

CUSTOMER INTERNATIONAL HEAD. EASTERN STAR,  
WASHINGTON, D. C.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

12  
Photos for  
this Customer

12 1/2 M PC

SIZE 3 1/2 x 5 1/2

STYLE PHOTO COLORIT, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full INTERNATIONAL EASTERN STAR TEMPLE, 1618  
NEW HAMPSHIRE AVENUE, N.W., WASHINGTON, D. C.

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R.M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE TISSUE & INST. ATTACHED.

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print Handcolor Black & White Proof. Titles — Red, Blue.

COLOR DESCRIPTION

SEE TISSUE & INST. ATTACHED. MAKE ALL COLORS SUBDUED LIKE SMITHSONIAN INSTITUTION CARDS.

Photo ret.  
10/22/37

PHOTO RETURNED

TO

PHOTO USED FOR

Ret 7  
202 12  
12 3/4

12 3/4

X



RETURN PHOTO YES NO PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 7A-H1500 ORDER NO. 1102 DATE 5-4-1937

CUSTOMER INT. HEAD. EASTERN STAR  
WASHINGTON, D. C.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 M PC SIZE 3 1/2 x 5 1/2

STYLE PHOTO COLORIT, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full BALL ROOM, — INTERNATIONAL EASTERN STAR  
TEMPLE, — WASHINGTON, D. C.

FRONT NO. 5 (All of this on address side)  
R. M. ☒ Yes ☐ No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer ☒ C. T. Imprint ☐ No Imprint

RETOUCHING DEPARTMENT  
☒ Submit ☐ Sketch ☐ Layout ☒ Retouched Photo ☐ Wash Drawing  
Follow Layout

SEE TISSUE & INSTRUCTIONS ATTACHED.

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
☒ Blue Print ☒ Handcolor — Black & White Proof. Titles — Red, Blue.

COLOR DESCRIPTION

SEE TISSUE & INSTRUCTIONS ATTACHED. ALL COLORED SUBDUED LIKE SMITHSONIAN INSTITUTION CARDS.  
THE WOOD FRAME WORK ON THE WALLS IS A SPECIAL GRADE OF WOOD KNOWN AS QUARTERED SAWED OAK.

Photo ret  
10/22/37

PHOTO RETURNED

TO

PHOTO USED FOR

Ret 6 1/2  
HC-2 1/4  
A 14 1/2

26 00 11

27

5

ST.  
34



31

Ret 6 1/2  
JPC 13  
- A 12

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 7A-H1501 ORDER NO. 1102 DATE 5-4-1937

CUSTOMER INT. HEAD. EASTERN STAR  
WASHINGTON, D. C.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 1/2 M PC SIZE 3 1/2 x 5 1/2

STYLE PHOTO COLORIT, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full LOBBY, - INTERNATIONAL EASTERN STAR  
TEMPLE, - WASHINGTON, D. C.

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout  
SEE TISSUE & INSTRUCTIONS ATTACHED.

PHOTO LITHO  
Rephoto  
Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. Screen 133  
Transfer — Paper Process — New Process. Screen 150  
Stripping — White Border — Full Face. Screen 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE TISSUE & INSTRUCTIONS ATTACHED. ALL COLORS TO BE SUBDUED LIKE SMITHSONIAN INSTITUTION CARDS.

RETURN PHOTO YES NO

PHOTO RETURNED TO PHOTO USED FOR

Photo ret  
10/22/37

30

3

ST.  
34



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER —  
RETURN PHOTO YES NO

DIAL No. 7A-H1502 ORDER NO. 5-4-1937 DATE J-1102

CUSTOMER INT. HEAD. EASTERN STAR  
WASHINGTON, D.C.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

12  
Photos for  
this Customer

PHOTO RETURNED

TO

PHOTO USED FOR

12<sup>M</sup> PC SIZE 3<sup>1</sup>/<sub>2</sub> x 5<sup>1</sup>/<sub>2</sub>  
PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full  
STATE DINING ROOM, — INTERNATIONAL  
EASTERN STAR TEMPLE, — WASHINGTON, D. C.

STYLE PHOTO COLORIT, WHITE BORDER  
(All of this on address side)

FRONT NO. 5 R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE TISSUE & INSTRUCTIONS ATTACHED.

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print Handcolor Black & White Proof. Titles—Red, Blue.

#### COLOR DESCRIPTION

SEE TISSUE & INSTRUCTIONS ATTACHED. ALL COLORS TO BE SUBDUED LIKE SMITHSONIAN INSTITUTION CARDS.  
THE CEILING IN THIS ROOM CAME DIRECTLY FROM THE DOBEY PALACE IN ITALY AND LOOKS VERY ANTIQUE.

## MAKEOVER

Charge to Dept.

EST. Makeover Time Required

	TIME	Time Recorded in Cust. Dept.
RETOUCHING	1/2	
PHOTO LITHO		
COMPOSING		
ART DEPT.		
ENGRAVING		

## MAKEOVER

Charge to Dept.

EST. Makeover Time Required

	TIME	Time Recorded in Cust. Dept.
RETOUCHING		
PHOTO LITHO		
COMPOSING		
ART DEPT.	3/4	
ENGRAVING		

Ret 6 1/2  
200 2 1/4  
A 14

alo

ST 34



RETURN PHOTO YES NO PHOTO PROPERTY OF C. I. & CO. — CUSTOMER

DIAL NO. 7A-H1503 ORDER NO. 1102 DATE 5-4-1937

CUSTOMER INT. HEAD. EASTERN STAR,  
WASHINGTON, D. C.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

12  
Photos for  
this Customer

12 1/2 M PC SIZE 3 1/2 x 5 1/2

STYLE PHOTO COLORIT, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

RECEPTION HALL, - INTERNATIONAL

EASTERN STAR TEMPLE, - WASHINGTON, D. C.

FRONT NO. 5

R. M.

Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

SEE TISSUE & INSTRUCTIONS ATTACHED.

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

COLOR DESCRIPTION

SEE TISSUE & INSTRUCTIONS ATTACHED. ALL COLORS TO BE SUBDUE AS ON SMITHSONIAN  
INSTITUTION CARDS.

Photo ret  
10/22/37

PHOTO RETURNED

TO

PHOTO USED FOR

Ret 6 1/2  
200 1 3/4  
+ 12

# 27

34



22

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 7A-H1504 ORDER NO. 1102 DATE 54-1937

CUSTOMER INT. HEAD. EASTERN STAR,  
WASHINGTON, D. C.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

12  
Photos for  
this Customer

12½ M PC

SIZE 3½ x 5½

STYLE PHOTO COLORIT, WHITE BORDER

(All of this on address side)

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full CHAPEL, - INTERNATIONAL EASTERN STAR  
TEMPLE, - WASHINGTON, D. C.

FRONT NO. 5

R. M.

Yes

No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

## RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE TISSUE &amp; INSTRUCTIONS ATTACHED.

## PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black &amp; White Proof. Titles — Red, Blue.

## COLOR DESCRIPTION

SEE TISSUE &amp; INSTRUCTIONS ATTACHED. ALL COLORS TO BE SUBDUED AS ON SMITHSONIAN INSTITUTION CARDS.

PHOTO RETURNED

TO

PHOTO USED FOR

Ref 5½  
H.C. 13  
A 12½

16.50

Chadwick  
10/27/57

57  
34



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER  
RETURN PHOTO YES NO

DIAL No. 7A-H1505 ORDER NO. 1102 DATE 5-4-1937

CUSTOMER INT. HEAD. EASTERN STAR,  
WASHINGTON, D. C.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

12  
Photos for  
this Customer

12 1/2 M PC SIZE 3 1/2 x 5 1/2

STYLE PHOTO COLORIT, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full OFFICE, - RIGHT WORTHY GRAND SECRETARY, -  
INTERNATIONAL EASTERN STAR TEMPLE, - WASHINGTON,  
D. C.

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE TISSUE & INSTRUCTIONS ATTACHED.

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

COLOR DESCRIPTION

SEE TISSUE & INSTRUCTIONS ATTACHED. ALL COLORS TO BE SUBDUED AS ON SMITHSONIAN INSTITUTION CARDS.

Photo and  
copy 5/27

MAKEOVER

Charge to Dept.

EST. Makeover Time Required

	TIME	Time Required in Dept.
RETOUCHING	1 1/2	
PHOTO LITHO		JUN 2 1937
COMPOSING		
ART DEPT.	2 1/2	
ENGRAVING		

32

5

Strigard 5x7  
del 7  
200 26  
146

2.9

21102

of 6-1

24



22

RETURN PHOTO YES NO PHOTO PROPERTY OF C. T. &amp; CO. CUSTOMER

DIAL NO. 7A-H1506 ORDER NO. 1102 DATE 5-4-1937

CUSTOMER INT. HEAD. EASTERN STAR,  
WASHINGTON, D. C.DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

12  
Photos for  
this Customer

12 1/2 M PC

SIZE

3 1/2 x 5 1/2

STYLE PHOTO COLORIT, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full TREASURE ROOM, — INTERNATIONAL EASTERN

STAR TEMPLE, — WASHINGTON, D. C.

FRONT NO. 5

(All of this on address side)

R. M.

Yes

No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

## RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

SEE TISSUE &amp; INSTRUCTIONS ATTACHED.

## PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

120

Dry — Wet — Pancromatic — Color Separation.

133

Transfer — Paper Process — New Process.

150

Stripping — White Border — Full Face.

175

Blue Print — Handcolor — Black &amp; White Proof. Titles — Red, Blue.

## COLOR DESCRIPTION

SEE TISSUE &amp; INSTRUCTIONS ATTACHED. ALL COLORS TO BE SUBDUED AS ON SMITHSONIAN INSTITUTION CARDS.

PHOTO RETURNED

TO

PHOTO USED FOR

Ref 7  
H.C. 2 1/4  
A 14

C. T. &amp; Co.

20.00 - C

Photo  
4/27/37

11

10

34



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No.

7-A-H1507 ORDER NO. 1102

DATE

5-4-1937

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

12  
Photos for  
this Customer

CUSTOMER

INT. HEAD. EASTERN STAR,  
WASHINGTON, D. C.

12 1/4 M

PC

SIZE

5 x 5

STYLE

PHOTO COLORIT, WHITE BORDER

PLACE OF TITLE: Upper Lower, Center Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full DRAWING ROOM, INTERNATIONAL EASTERN  
STAR TEMPLE, WASHINGTON, D. C.

FRONT NO. 5

R. M.

Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE TISSUE & INSTRUCTIONS ATTACHED.

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

Screen  
120  
133  
150  
175

COLOR DESCRIPTION

SEE TISSUE & INSTRUCTIONS ATTACHED. ALL COLORS TO BE SUBDUED AS ON SMITHSONIAN INSTITUTION CARDS.

Checked and  
12/2/37

PHOTO RETURNED

TO

PHOTO USED FOR

Ref 7  
HCE 2 1/4  
A13

Art Work

Rephoto

ST  
34



RETURN PHOTO YES NO PHOTO PROPERTY OF C. T. & CO. - CUSTOMER

DIAL No. 7A-H1508 ORDER NO. 1102 DATE 5-4-1937

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

12  
Photos for  
this Customer

CUSTOMER  
INT. HEAD. EASTERN STAR,  
WASHINGTON, D. C.

12 1/2 M PC SIZE 3 1/2 x 5 1/2

STYLE

WHITE BORDER  
PHOTO COLORIT, XXXXXXXXXX

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full OFFICE, -RIGHT WORTHY GRAND TREASURER, -  
INTERNATIONAL EASTERN STAR TEMPLE, -  
WASHINGTON, D. C.

FRONT NO. 5 R. M. Yes No  
R.M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout  
SEE TISSUE & INSTRUCTIONS ATTACHED.

PHOTO LITHO

Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print Handcolor Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE TISSUE & INST. ATT'D. ALL COLORS TO BE SUBDUED AS ON SMITHSONIAN INSTITUTION CARDS.

Photocast  
1/2, 2/27

PHOTO RETURNED

TO

PHOTO USED FOR

Rt 5  
HCC 13/4  
A 12

5

ST.  
34



22

Set 6  
HE 1 1/2  
A 10

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL No. 7A-H1509 ORDER NO. 1102 DATE 5-4-1937 DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART DATE COMPLETED 12 Photos for this Customer

CUSTOMER INT. HEAD. EAST RN STAR, WASHINGTON, D. C.

12 1/2 M PC SIZE 3 1/2 x 5 1/2 STYLE PHOTO COLORIT, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full LANDING HEAD OF GETTING ONTO SECOND STAIRWAY, —  
INTERNATIONAL EASTERN STAR TEMPLE, WASHINGTON, D. C.

FRONT NO. 5 R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout  
SEE TISSUE & INSTRUCTIONS ATTACHED.

PHOTO LITHO  
Rephoto  
NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print Handcolor Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION  
SEE TISSUE & INST. ATT'D. ALL COLORS TO BE SUBDUED AS ON SMITHSONIAN INSTITUTION CARDS.

PHOTO RETURNED  
TO  
PHOTO USED FOR

Photo ret  
5/22/37

10  
3

57  
34



RETURN PHOTO YES NO PHOTO PROPERTY OF C. T. & CO. - CUSTOMER

DIAL NO. 7A-H1510 ORDER NO. 1102 DATE 5-4-1937

CUSTOMER INT. HEAD. EASTERN STAR,  
WASHINGTON, D. C.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

12  
Photos for  
this Customer

12 1/2 M PC SIZE 3 1/2 x 5 1/2

STYLE PHOTO COLORIT, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full LIBRARY, - INTERNATIONAL EASTERN STAR  
TEMPLE, - WASHINGTON, D. C.

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE TISSUE & INSTRUCTIONS ATTACHED.

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print Handcolor Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE TISSUE & INST. ATT'D. ALL COLORS TO BE SUBDUED AS ON SMITHSONIAN INSTITUTION CARDS.

Photo  
10/22/37

32

PHOTO RETURNED

TO

PHOTO USED FOR

Del 4  
H.C. 13  
A 12

ST.  
24



DUVAL NEWS COMPANY,  
JACKSONVILLE, FLA.

NO. 7A-H1511

ORDER NO. 1109

DATE 5-4-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

TITLE (IN FULL) PROMENADE, SHOWING BEACH AND

IMPRINT

SAME AS ABOVE

THE ATLANTIC OCEAN, JACKSONVILLE BEACH, FLA.

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

CEMENT WALK. BENCHES GREEN SEATS & BACKS. SAND SLIGHTLY CREAM COLOR - MORE  
WHITE. PALM HUTS ARE STRAW COLOR ROOF. BRING OUT BEACH, SURF AND OCEAN. TAKE OUT  
POLES & WIRES. SUMMERY COLORING FOR PEOPLE'S ATTIRE. CLOUDY SKY. SEE 5A-H1345.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (1) PAT. NO. 1,292,775

Executive OK of Estimate

By

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 7 1937	MAY 7 1937
SKETCH				
RETOUCHING	14	5	5 - 7	5 - 13 2
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	68		5 - 13	5 - 14 45
ENGRAVING				
HAND COLOR PROOF		1 1/2		
ARTIST DEPT.	49	10 1/2	6 - 5	6 - 10 - 2/P

DATE BLUEPRINT OK'D

DATE MAY 19 1937

By

By

DATE HAND COL. & PROOF OK'D

DATE Photo Returned to Customer

By

14

ST.  
32



FLORIDA POST CARD CO.,  
JACKSONVILLE, FLA.

NO. 7A-H2512

ORDER NO. 111

DATE 5-4-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) TOP: FISHING FROM THE  
"JETTIES", FLORIDA

BOT: IN ST. JOHN'S RIVER, JACKSONVILLE,  
FLA.

PRIVATE NO. BEFORE TITLE: (TOP): 934

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

NATURAL ROCK PILE. MAKE NICE WATER AND SNAPPY COLORS FOR GIRLS' SUITS.  
CLOUDY SKY EFFECT.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

By

Date

MAY 12 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

MAY 12 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Click No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 12 1937	MAY 12 1937
SKETCH				
RETOUCHING	161	2	5-17	6-22-36
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	162		6-23	6-23-36
ENGRAVING				
HAND COLOR PROOF	163	1 1/2		6-23-36
ARTIST DEPT.	27	9 3/4	7-10-37	7-12-37

DATE BLUEPRINT OK'D

By

DATE LINE COLOR PROOF OK'D

By

DATE FILED

By

DATE Photo Returned to Customer

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

17  
35



FLORIDA POST CARD CO.,  
JACKSONVILLE, FLA.

NO. 7A-H1513

ORDER NO. 1115

DATE 5-4-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) SUNSET IN TROPICAL FLORIDA

PRIVATE NO. BEFORE TITLE: 307

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. I R. M. MR YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

USE PHOTO NO. 104818. COLOR SAME AS 104818.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,799,773

Executive OK of Estimate

By

Date

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 15 1937	MAY 15 1937
SKETCH				
RETOUCHING	12	2	6-15	6-19 SC
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		6-19	6-21 45.
ENGRAVING				
HAND COLOR PROOF	303	134		
ARTIST DEPT.	161	11	VII/12/37	VII/14/37

DATE BLUEPRINT OK'D

By

DATE Fxd. JUL 12 1937

By

DATE HAND COLOR PROOF OK'D

DATE Fxd. returned to Customer



FLORIDA POST CARD CO.,  
JACKSONVILLE, FLA.

NO. 7A-M514

ORDER NO. 1115

DATE 5-4-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE (UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) MOONLIGHT SCENE IN FLORIDA,

SHOWING ORANGE GROVE ACROSS LAKE

PRIVATE NO. BEFORE TITLE: 257

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I

R. M. YES NO

IMPRINT

SAME AS ABOVE

6 B4970

PHOTO PROPERTY OF

CT

COLOR DESCRIPTION

USE PHOTO NO. 99712.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

12,  
on job D-8652

Executive OK of Estimate

By

ESTIMATE

Cost Dept. Checked

Date

MAY 14 1937

AND WORK SCHEDULE

By

Date

MAY 14 1937

OPERATION	EST. TIME Clock No. Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		MAY 15 1937	MAY 16 1937
SKETCH			
RETOUCHING	12 2	6-15	6-19 SE.
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	64	6-23	6-23 1/2
ENGRAVING			
HAND COLOR PROOF	40 1 1/2	6--	6-28
ARTIST DEPT.	154 9 1/2	7-12	7-13

DATE BLUEPRINT OK'D

DATE Fixed

JUL 19 1937

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

in 7AH 3296

12

38



FLORIDA POST CARD CO.,  
JACKSONVILLE, FLA.

NO. 7A-H1515

ORDER NO. 1118

DATE 54-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) MOONLIGHT OVER TROPICAL  
WATERS, FLORIDA

PRIVATE NO. BEFORE TITLE: 931

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

MAKE A PERFECT "MOONLIGHT" VIEW. NOT TOO DARK. THIS VIEW HAS EVERYTHING FOR  
IDEAL COLORING IN SKY AND WATER. TAKE OUT LETTERING.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

By

MAY 12 1937

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

By

MAY 12 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 12 1937	MAY 12 1937
SKETCH				
RETOUCHING	8	2	5-12	6-22 SL
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	64		6-23	6-23 AT
ENGRAVING				
HAND COLOR PROOF	163	12		29
ARTIST DEPT.	159	934	7-15	7-20

DATE BLUEPRINT OK'D

By

DATE Filed

JUL 21 1937

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

57-  
35



FLORIDA POST CARD CO.,  
JACKSONVILLE, FLA.

NO. 7A-H1516

ORDER NO. 1118

DATE 5-4-1937

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

25 ~~12~~ M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE (UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) AN "OLD TIMER" IN FLORIDA

BOT, SMALL TYPE: PHOTO BY E. ROSS ALLEN

PRIVATE NO. BEFORE TITLE: 930

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

SEE 5A-H262 FOR GOOD ALLIGATOR COLORS - A DIRTY GRAY. TAKE OUT FENCE IN  
BACKGROUND TO GIVE "WILD LIFE" APPEARANCE. WATER SHOULD BE DIRTY EFFECT  
COLORING - A DEEP GREENISH BLUE.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

By

Date

MAY 14 1937

ESTIMATE

AND WORK SCHEDULE

Cost Dept. Checked

By

Date

MAY 14 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Click No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 15 1937	MAY 15 1937
SKETCH				
RETOUCHING	14	3	5-17	6-23
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	64		6-23	6-23
ENGRAVING				
HAND COLOR PROOF	40	1 1/2		6-28
ARTIST DEPT.	150	9	7-13	7-14

DATE BLUEPRINT OK'D

By

DATE

JUL 19 1937

DATE HAND COLOR PROOF OK'D

By

DATE Photo Returned to Customer

By

ST.  
38



FLORIDA POST CARD CO.,  
JACKSONVILLE, FLA.

NO. 7A-H1517

ORDER NO. 1118

DATE 5-4-1937

25 M ART COLORTONE POST CARDS, WHITE BORDE	
(ALL OF THIS ON THE PICTURE SIDE)	
PLACE OF TITLE UPPER LOWER, CENTER - BORDER.	FRONT NO. I R. M. NO
TITLE (IN FULL) A DAYS CATCH FROM FLORIDA WATERS	IMPRINT SAME AS ABOVE
PRIVATE NO. BEFORE TITLE: 409	PHOTO PROPERTY OF CT

COLOR DESCRIPTION

USE PHOTO NO. 2752-30.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

## ATTENTION!

27 Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive Estimate  
By MAY 12 1937 ESTIMATE  
Date MAY 12 1937 AND WORK SCHEDULE  
Cost Dept. Checked By 6-12 Date MAY 12 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 12 1937	MAY 12 1937
SKETCH				
RETOUCHING	12	1	5-12	6-18 SL
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		6-8	6-18 45
ENGRAVING				
HAND COLOR PROOF	103	1 1/2		
ARTIST DEPT.	165	9 3/4	7-18	7-16

DATE BLUEPRINT OK'D \_\_\_\_\_ DATE Fxd JUL 21 1937  
By \_\_\_\_\_ By JK  
DATE HAND COLOR PROOF OK'D \_\_\_\_\_  
By \_\_\_\_\_ DATE Photo Returned to Customer \_\_\_\_\_

12

35



FLORIDA POST CARD CO.,  
JACKSONVILLE, FLA.

NO. 7A-H1518

ORDER NO. 1118

DATE 5-4-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) TOP: 926 A TRANQUIL RIVER

VIEW BY MOONLIGHT IN FLORIDA

BOT: FP-27 ON THE ST. LUCIE RIVER, NEAR  
FORT PIERCE, FLA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

MAKE NICE MOONLIGHT EFFECT IN SKY & WATER SIMILAR TO 6A-H144. SHOW MOON. DO  
NOT MAKE VIEW TOO DARK. LEAVE IN BOAT. TAKE OFF FROM FOREGROUND TO IMPROVE  
VIEW. WATER HYACINTHS IN BACKGROUND ARE LAVENDAR.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

By

Date

## ESTIMATE

AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 12 1937	MAY 12 1937
SKETCH				
RETOUCHING	4	3	5-12	6-23 SC
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	6		1-23	6-23 45
ENGRAVING				
HAND COLOR PROOF	40	1 1/2		6-29
ARTIST DEPT.	158	9 1/4	July 14 '37	July 17 '37

JUL 19 1937

DATE BLUEPRINT OK'D.

By

DATE Fwd

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

8

35



FLORIDA POST CARD CO.,  
JACKSONVILLE, FLA.

NO. 7A-12519

ORDER NO. 1118

DATE 5-4-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) TOP: 925 ONE OF THE MANY  
SCENIC HIGHWAYS IN FLORIDA

BOT: M-17 ALONG INDIAN RIVER NEAR  
MELBOURNE, FLA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

MAKE GOOD BILLOWY CLOUD EFFECT. SHELL ROCK ROAD, SHOW IT IN BACKGROUND ALSO  
ALONG COAST. IN CENTER ARE FEW OLEANDER BUSHES IN PINK BLOOM. MAKE NICE  
GREENISH BLUE WATER. TAKE OUT POLES & WIRES. LEAVE IN HIGH WAY FENCE, WHITE,  
BUT TAKE OUT I POLE MARKED F.A.P.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS 11 PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

By

Date

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 12 1937	MAY 12 1937
SKETCH				
RETOUCHING	156	2	June 18	June 24 Sl
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		6-21	6-21 H.O.
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	6-23	6-23 M.H.
ARTIST DEPT.	166	9 1/2	6-23	6-23 10

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

By

DATE

JUL 19 1937

By

DATE Photo Returned to Customer

ST.  
35



FLORIDA POST CARD CO.,  
JACKSONVILLE, FLA.

NO. 7A-M1520

ORDER NO. 1118

DATE 5-4-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) TOP: 928 "SAFELY ANCHORED"

IN A FLORIDA BAYOU

BOT: B-92 OFF THE MANATEE RIVER, BRADENTON,  
FLA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

MAKE A SLIGHT SUNSET EFFECT IN SKY AND WATER, BUT DO NOT SHOW SUN. BUSH TO  
RIGHT FOREGROUND GLOSSY GREEN LEAVES, FINE WHITE BLOSSOMS. BRING OUT BOATS.  
CUT OFF FROM FOREGROUND IF IT IMPROVES VIEW. SHOW KEY OF LAND STRETCHING INTO  
SOUND IN BACKGROUND.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,791,775

ATTENTION!

27 Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive C. J. [Signature]

By [Signature] Date MAY 12 1937

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

By [Signature] Date MAY 12 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 12 1937	MAY 12 1937
SKETCH				
RETOUCHING	6	2	5-12	6-258
PHOTO-LITHO				
BLENDING, STRIPPING, OPAQUING	6		6-26	1-26
ENGRAVING				
HAND COLOR PROOF		1 1/2		
ARTIST DEPT.	37	9 1/2	7-19-37	7-20-37

JUL 21 1937

DATE BLUEPRINT OK'D

DATE Filed

By

By [Signature]

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

ST  
35



FLORIDA POST CARD CO.,  
JACKSONVILLE, FLA.

NO. 7A-H1521

ORDER NO. 1118

DATE 5-4-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) TOP: 927 AN EXOTIC FLOWER

GARDEN IN FLORIDA

BOT: VE-1 MORADA DEL SUR, VENICE, FLA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

SWEET ALLYSEUM BORDERING FLOWER BEDS ARE SMALL WHITE FLOWERS. FLOWER BUSHES IN FOREG OUND TO EITH R SIDE LAVANDAR BLOSSOMS. SNAP DRAGONS NEXT, RED, PINK, WHITE AND BLUE. NOTE HOLLYHOCK. LARKSPUR PINK & DARK PURPLE. BRIGHT PURPLE & WHITE ASTERS. BLUE FORGET-ME-NOT. RED X SALVIA. ROW OF BUSHES TO EXTREME LEFT ARE PETUNIAS IN VARIOUS COLORS. HEDGE IN BACKGROUND WHITE & PINK OLEANDERS. PERGOLA IN BACK NATURAL BALM TRUNKS WITH HALF PIPE RED TILE ROOF GROWN OVER BY FLAME VINE IN COLORS AS 2A-H605

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES 2

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

By

Date

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 12 1937	MAY 12 1937
SKETCH				
RETOUCHING	169	3	6-12	6-21 SE
3-LITHO				
IMPRINT STRIPPING, OPAQUING	64		6-21	6-21 45
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	6-29	6-29
ARTIST DEPT.	155	93	7-14	7-17

DATE BLUEPRINT OK'D

By

DATE Fixed

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By



FLORIDA POST CARD CO.,  
JACKSONVILLE, FLA.

NO. 7A-12522

ORDER NO. 1119

DATE 5-4-1937

12<sup>1</sup>/<sub>2</sub>M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) NEW SAVANNAH HIGH SCHOOL,  
SAVANNAH, GA.

PRIVATE NO. BEFORE TITLE: S-19

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT  
SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

RED BRICK BLDG. LIGHT STONE TRIM. CUT OFF FROM FOREGROUND. MAKE LAWN TO LEFT  
AND FOREGROUND OF BLDG. NICE GREEN. TAKE OUT POLES & WIRES. PUT CLOUDS IN SKY.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

By

ESTIMATE

Cost Dept. Checked

Date

MAY 14 1937

AND WORK SCHEDULE

By

Date

MAY 14 1937

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		MAY 15 1937	MAY 15 1937
SKETCH			
RETOUCHING	3 5	5-15	6-22 SE
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	64	6-21	6-21 15
ENGRAVING			
HAND COLOR PROOF	1/2		
ARTIST DEPT.	52 9 <sup>3</sup> / <sub>4</sub>	7/9 / 37	7/14 / 37

DATE BLUEPRINT OK'D

DATE

JUL 19 1937

By

DATE HAND COLOR PROOF OK'D

By

DATE Photo Returned to Customer

By

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.



FLORIDA POST CARD CO.,  
JACKSONVILLE, FLA.

NO. 7A-M523

ORDER NO. 1119

DATE 5-4-1937

12½ M ART COLORTONE POST CARD, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) OLD CHRIST CHURCH,  
FOUNDED 1733, SAVANNAH, GA.

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. I R. M. **NR YES**

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE: S-18

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

FRONT COLUMNS A DARK GRAY ANTIQUE FINISH, WITH PEELING PAINT SHOWING WHITE.  
TOP, WHERE CROSS IS, A LIGHTER OLD ANTIQUE GREY STONE FINISH. CROSS IS OFF-  
WHITE. DOORS DARK BROWN. RAILING BLACK ENAMEL. STEPS GRANITE STONE. FRONT BASE &  
& WALL IS OLD FINISH STONE, SHOWING TINT OF PINK. ALL OVER SIDES GREEN IVY.  
SQUARE TOWER ON TOP IN BACK DARK GRAYISH-CREAM. WINDOW SHUTTERS DARK BROWN  
WITH LIGHT BROWN TRIM. DEEP PINK AZALEAS ALONG BOTTOM OF BLDG. REMOVE BLES.  
IN BACK. TAKE OUT CAR TO LEFT & TRASH BOX.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL. PROOF **YES** RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLCBE MULTI-PLY FORMS © PAT. NO. 1,297,775

Executive OK of Estimate

By

Date

MAY 14 1937

ESTIMATE

AND WORK SCHEDULE

Cost Dept. Checked

By

Date

MAY 14 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 15 1937	MAY 15 1937
SKETCH				
RETOUCHING	158/144 15/34	4	5-15	6-25 SC
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	6		6-25	6-25 45
ENGRAVING				
HAND COLOR PROOF	39	1¼	6-28	6-28
ARTIST DEPT.	45	9	7-8	7/14

DATE BLUEPRINT OK'D

DATE ~~FR~~ed JUL 19 1937

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

ATTENTION!

Subjects on  
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FLORIDA POST CARD CO.,  
JACKSONVILLE, FLA.

NO. 7A-H1524

ORDER NO. 1120

DATE 5-4-1937

12½ M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) IN SKY: LEE COUNTY COURT  
HOUSE, FORT MYERS, FLA.

PRIVATE NO. BEFORE TITLE: F-52

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

D 7165

COLOR DESCRIPTION

DARK CREAM TO LIGHT TAN BRICK BLDG. SANDSTONE TRIM. GREEN WINDOW CASING, WHITE TRIM. BUSHES ALONG BLDG. ARE PINK & WHITE LXX OLEANDERS. BUSHES AROUND MONUMENT GROTONS. BUSHES NEAR ENTRANCE TO COURT HOUSE WHITE BLOSSOMS. NEDGE TO INTERMEDIATE EXTREME LEFT RED HIBISCUS. PUT FLAG ON POLE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,799,399

Executive OK of Estimate

By

Date

MAY 12 1937

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

By

Date

MAY 12 1937

OPERATION	EST. TIME Click No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		MAY 12 1937	MAY 12 1937
SKETCH			
RETOUCHING	5	6-12	6-19 SL
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	60	6-21	6-22 H.F.
ENGRAVING			
HAND COLOR PROOF	160	6-28	6-28
ARTIST DEPT.	44	7/14/37	7/24/37

JUL 21 1937

DATE BLUEPRINT OK'D

DATE Fixed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer



FLORIDA POST CARD CO.,  
JACKSONVILLE, FLA.

NO. 7A-H1525

ORDER NO. 1120

DATE 5-4-1937

12<sup>1</sup>/<sub>2</sub>M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) IN SKY: FORT MYERS BEACH  
ON THE GULF OF MEXICO, FORT MYERS,  
FLA.

PRIVATE NO. BEFORE TITLE: F-49

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. **HE** *yes*

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

MAKE GOOD GREENISH BLUE WATER COLOR. SHOW SURF NATURAL. BLDGS. IN BACK  
WHITE, DARK ROOFS. NICE OFF WHITE SAND BEACH. SHOW CLOUDS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

**YES**

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

*37* Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive *OK* of Estimate

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

By

Date

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 12 1937	MAY 12 1937
SKETCH				
RETOUCHING	158	5	5-12	6-23 <i>SC</i>
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	12		6-23	6-24 <i>KA</i>
ENGRAVING				
HAND COLOR PROOF	123	1 1/2		24 <i>KA</i>
ARTIST DEPT.	52	9 1/2	7/13 1937	7/14/32

DATE BLUEPRINT ORD. \_\_\_\_\_

DATE *Filed* \_\_\_\_\_

By

By

DATE HAND COLOR PROOF ORD. \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

By

M

5-35



FLORIDA POST CARD CO.,  
JACKSONVILLE, FLA.

NO. 7A-H1526

ORDER NO. 1120

DATE 5-4-1937

12½M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) IN SKY: OVERLOOKING EDISON

BRIDGE AND CALOOSAHATCHEE RIVER, FORT  
MYERS, FLA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE: F-50

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

BRIDGE WHITE STONE. HOTEL BLDGS. YELLOW, WITH WHITE TRIM, GREENISH SLATE ROOF  
PUT VARIG. FLOWERS ON LOW BUSHES IN GROUNDS OF HOTEL SEE 121521. PUT CLOUDS  
IN SKY. USE BEST PRINT.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

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Executive Order of Estimate

By

Date

ESTIMATE

AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 12 1937	MAY 12 1937
SKETCH				
RETOUCHING	12	4	5-12	6-24 SL
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	64		5-24	6-25 45
ENGRAVING				
HAND COLOR PROOF	39	1½	6-29	7-29
ARTIST DEPT.		93/4	7-16	7-22

DATE BLUEPRINT OK'D. \_\_\_\_\_ DATE FRD. JUL 24 1937

By

By

DATE HAND COLOR PROOF OK'D. \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

By

12

57  
35



FLORIDA POST CARD CO.,  
JACKSONVILLE, FLA.

NO. 7A-H15 27

ORDER NO. 1120

DATE 5-4-1937

12-1/4 ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

IN SKY: TOWN CLUB, TOURISTS

MEETING PLACE, FORT MYERS, FLA.

FRONT NO.

I R. M. NO

IMPRINT

SAME AS ABOVE

PRIVATE NO. BEFORE TITLE: F-51

PHOTO PROPERTY OF

CT

COLOR DESCRIPTION

LIGHT CREAM STUCCO BLDG. SPANISH TILE ROOFS. BROWN WINDOW TRIM & PORCH.  
NOTE RIVER IN BACKGROUND. PUT SOME FLOWERS ON BUSHES AROUND BLDG. CEMENT ENTR.  
POSTS WITH COPPER LAMPS. NICE GREEN LAWN. FEW FLOWERS IN LAWN ALONG WALL IN  
FOREGROUND. STONE WALL, BLACK FENCE. SEE 6A-H1590 FOR PALM COLORING

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOLOR PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

By *[Signature]*  
Date MAY 12 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By *[Signature]*  
Date MAY 12 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 12 1937	MAY 12 1937
SKETCH				
RETOUCHING	11-3	3	5-12	6-23 SL.
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	14		6-23	6-23 14
ENGRAVING				
HAND COLOR PROOF	11-20	1 1/2	6-28	6-28
ARTIST DEPT.	11-27	9 1/2	7-1	7-21

DATE BLUEPRINT OK'D

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

JUL 20 1937

JUL 22 1937



FLORIDA POST CARD CO.,  
JACKSONVILLE, FLA.

NO. 7A-M1528

ORDER NO. 1120

DATE 5-4-1937

12<sup>1</sup>/<sub>2</sub> M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) IN SKY: THE COUNTRY CLUB,  
BRADENTON, FLA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE: B-91

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

LIGHT TAN TO CREAMISH STUCCO BLDG. CREAM TRIM. SPANISH TILE ROOF. BELOW WINDOWS  
OF TOWER BROWN TRIM. WINDOW TRIM TO RIGHT RED BRICK. AUSTRALIAN PINES DARK GREEN  
HEDGE IS RED HIBISCUS. NICE GREEN LAWN. SHELL ROCK ROAD. PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,775

Executive Order Estimate

By

Date

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked L

By

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 12 1937	MAY 12 1937
SKETCH				
RETOUCHING	169	3	6-21	6-25 SL
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	65		6-26	6-26 WT
ENGRAVING				
HAND COLOR PROOF	169	1 1/2	6-29	6-29
ARTIST DEPT.	49	9 1/2	7-9	7-9 WP

DATE BLUEPRINT OK'D

DATE PRD

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
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FLORIDA POST CARD CO.,  
JACKSONVILLE, FLA.

NO. 7A-H152

ORDER NO. 1120

DATE 5-4-1937

12<sup>1</sup>/<sub>2</sub> M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) IN SKY: U.S. POST OFFICE,  
BRADENTON, FLA.

PRIVATE NO. BEFORE TITLE: B-90

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. **K I** R. M. **NO**

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF **CT**

COLOR DESCRIPTION

BLDG. OFF WHITE, SANDSTONE TRIM. TAN WINDOW CASINGS & DOOR. TWO LAMPS AT  
ENTRANCE SKY BLUE; GREEN LAWN. LETTERING BLACK. PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF **YES**

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

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Executive Order Estimate

By

Date

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 12 1937	MAY 12 1937
SKETCH				
RETOUCHING	2	3	5-12	6-22-38
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	16		6-22	6-23-38
ENGRAVING				
HAND COLOR PROOF	20	1 1/4		6-28
ARTIST DEPT.	170	8 3/4	7-12-37	7-14

DATE BLUEPRINT OR D

DATE Filed

DATE HAND COLOR PROOF

DATE Photo Returned to Customer

By

35 (X)



FLORIDA POST CARD CO.,  
JACKSONVILLE, FLA.

NO. 7A-M530

ORDER NO. 1120

DATE 5-4-1937

12½ M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) IN SKY: "THE DRIFTWOOD"

ON THE ATLANTIC OCEAN, VERO BEACH, FLA.

PRIVATE NO. BEFORE TITLE: V-18

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

BLDG. OIL SOAKED WOODEN - A LIGHTENED LIGHT CREAM TO BRIGHT CREAM SHADES.  
(LIKE VARNISHED FLOOR. CYPRESS TRUNKS LOG TRIM. ROOF GRAY SHINGE. TWO CHIMNEYS  
RED BRICK, CEMENT STAINED. FLOOR BROWN BRICK. FENCE TO RIGHT NATURAL CYPRESS  
TRUNKS. BLDG. TO LEFT WHITE, LIGHT GREEN ROOF. TAKE OUT ROCK PILE IN FRONT.  
TAKE OUT BAMBOO POLE LEANING NEAR ENTRANCE. NOTE OCEAN IN BACK-- BRING OUT.  
PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF Yes RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

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Estimate By *[Signature]* Date MAY 12 1937  
ESTIMATE AND WORK SCHEDULE By *[Signature]* Date MAY 12 1937  
Cost/Dept. Checked

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 12 1937	MAY 12 1937
SKETCH				
RETOUCHING	3	3	5-12	6-25
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	16		6-26	6-26
ENGRAVING				
HAND COLOR PROOF	160	1½	6-29	6-29
ARTIST DEPT.	52	9½	7/15/37	7/16/37

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

By

DATE Filed

JUL 19 1937

By

DATE Photo Returned to Customer

3

35



FLORIDA POST CARD CO.,  
JACKSONVILLE, FLA.

NO. 7A-M1531

ORDER NO. 1121

DATE 5-4-1937

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO.

R. M.

TITLE (IN FULL)

OCEAN LODGE AND BEACH ON  
THE ATLANTIC OCEAN, COCOA BEACH, FLA.

IMPRINT

I NO  
SAME AS ABOVE

PRIVATE NO. BEFORE TITLE: C-28

PHOTO PROPERTY OF

CT

COLOR DESCRIPTION

CREAM STUCCO BLDG. WHITE WINDOW TRIM. GREEN WINDOW TRIN BLDG. TO RIGHT.  
PORCH WHITE, GREEN TRIM. CHIMNEY DARK GRAY. BASE OF HOTEL PINK. BLDG. TO LEFT  
CREAM WITH FANCY ORNAMENTAL COLORING AS INDICATED ON PHOTO. TOP TRIM GREEN.  
MAKE NICE SURF COLORING AND BEACH. PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

By

Date

MAY 14 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

MAY 14 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 15 1937	MAY 15 1937
SKETCH				
RETOUCHING	2	5	5-15	6-25
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		6-26	6-26
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	6-29	6-29
ARTIST DEPT.	51	74	7-16	7-19

JUL 21 1937

DATE BLUEPRINT OK'D

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.



FLORIDA POST CARD CO.,  
JACKSONVILLE, FLA.

NO. 7A-H1532

ORDER NO. 1122

DATE 5-4-1937

25 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

NO

TITLE (IN FULL)

(ON FRONT)

IMPRINT

SAME AS ABOVE

TITLE: FF-39 GORGEOUS POINSETTIAS,  
FLORIDA

PHOTO PROPERTY OF

CT

COLOR DESCRIPTION

See 7A-H 193 for colors.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF **YES**

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,375

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive Order

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

By

Date

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 12 1937	MAY 12 1937
SKETCH				
RETOUCHING	16	2	5-12	6-22 SC
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		6-23	6-23 LT
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	5-28	6-28
ARTIST DEPT.	24	9 1/2		7-11

DATE BLUEPRINT OK'D

DATE Fixed

JUL 21 1937

By

By

DATE PHOTO DELIVERED

DATE Photo Returned to Customer

16

ST.  
35



FLORIDA POST CARD CO.,  
JACKSONVILLE, FLA.

NO. 7A-M1533

ORDER NO. 1122

DATE 5-4-1937

25 12 1/2 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. NO

TITLE (IN FULL) (ON FRONT)

IMPRINT SAME AS ABOVE

FF-41

TITLE: ~~XXXXX~~ A GLIMPSE OF THE TROPICS,  
FLORIDA

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

PALMS ARE BANANA TREES, LEAVES ARE A LIGHT GREEN COLOR. TO LEFT BACKGROUND ARE  
WHITE OLEANDER BUSHES. NATURAL WOOD BRIDGE. VINE ALONG BRIDGE IS FLAME VINE,  
FIRE RED. TAKE OUT THE THREE GIRLS. NOTE ALLIGATOR IN WATER, BE SURE TO SHOW IT.  
SEE 5A-H262 FOR COLORING OF ALLIGATOR.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

MAY 14 1937

AND WORK SCHEDULE

Date

MAY 14 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 15 1937	MAY 15 1937
SKETCH				
RETOUCHING	158	21	6-15	6-22 SC
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		6-21	6-21 KT
ENGRAVING				
HAND COLOR PROOF	11-5	1 1/2		
ARTIST DEPT.	30	9 3/4		7-14-7 PH

JUL 10 1937

DATE BLUEPRINT OK'D

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer



FLORIDA POST CARD CO.,  
JACKSONVILLE, FLA.

NO. 7A-HL534

ORDER NO. 1122

DATE 5-4 1937

25 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) (ON FRONT)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

TITLE: FF-40 NATURAL BEAUTY IN THE  
TROPICAL WONDERLAND, FLORIDA

PHOTO PROPERTY OF

CT

COLOR DESCRIPTION

THIS IS A BEAUTIFUL VIEW AND CUST. LEAVES IT TO YOUR JUDGMENT FOR BEST COLORING.

PALM TRUNK IS A DARK GRAY TO LIGHT BROWN, GREEN LEAVES. NOT SPANISH MOSS AND  
REFLECTION. PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,292,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

By

Date

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 12 1937	MAY 12 1937
SKETCH				
RETOUCHING	8	1 1/2	6-12	6-19
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		6-21	6-21 1937
ENGRAVING				
HAND COLOR PROOF	100	1 1/2		
ARTIST DEPT.	37	9 3/4		

JUL 19 1937

DATE BLUEPRINT OK'D

By

DATE Filed

DATE HAND COLOR PROOF OK'D

By

DATE Photo Returned to Customer

8

ST.  
35



FLORIDA POST CARD CO.,  
JACKSONVILLE, FLA.

NO. 7A-H153

ORDER NO. 1123

DATE 5-4-1937

12½ M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) OVERLOOKING DIXIE HIGHWAY

AND MELBOURNE, FLORIDA

PRIVATE NO. BEFORE TITLE: M-16

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF

CT

COLOR DESCRIPTION

CENTER BLDG. IN BACK CREAM STUCCO, SPANISH TILE ROOF. COPPER DOME. BLDG. TO LEFT  
WHITE WITH DARK ROOF. CEMENT BRIDGE. SHELL ROCK ROAD. RED HIBISCUS BUSHES ALONG  
HIGHWAY. NICE BLUE WATER. PUT CLOUDS IN SKY.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,795

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive C.O. of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

MAY 12 1937

Date

MAY 12 1937

AND WORK SCHEDULE

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 12 1937	MAY 12 1937
SKETCH				
RETOUCHING	156	3	June 19	June 5 St.
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	1		6-25	6-25 H.T.
ENGRAVING				
HAND COLOR PROOF	39	1½	6-28	6-28
ARTIST DEPT.	23	9½		7-13 B.H.

DATE BLUEPRINT ORD.

DATE FRD. 7/31/37

By

By

DATE HAND COLOR PROOF ORD.

DATE Photo Returned to Customer

By



FLORIDA POST CARD CO.,  
JACKSONVILLE, FLA.

NO. 7A-H1536

ORDER NO. 1123

DATE 5-4-1937

12½M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) VIEW OF COCOA, FLA. W

LOOKING TOWARDS INDIAN RIVER

PRIVATE NO. BEFORE TITLE: C-27

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

TAKE OFF FROM FOR GROUND TO OMIT TOO MUCH ROOF LINE. TALL BLDG. TO RIGHT BACKGR.  
LIGHT GRAY SIDE, FRONT TAN BRICK. OTHERS MOSTLY GREY, WHITE & BUFF. BRING OUT  
RIVER IN BACKGROUND. THERE ARE SEVERAL PINK OLEANDER BUSHES IN FOREGROUND

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive C. T. Teich

By

Date

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 12 1937	MAY 12 1937
SKETCH				
RETOUCHING	17	3	5-12	6-22 &
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		6-21	6-21 &
ENGRAVING				
HAND COLOR PROOF	40	1½		6-26
ARTIST DEPT.	50	9½	12/7 1937	14/7 1937

DATE BLUEPRINT OK'D

By

DATE FILED

By

DATE HAND COLOR PROOF OK'D

By

DATE Photo Returned to Customer



FLORIDA POST CARD CO.,  
JACKSONVILLE, FLA.

NO. 7A-10537

ORDER NO. 1123

DATE 5-4-1937

122 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE (UPPER) LOWER, CENTER - BORDER.

TITLE (IN FULL) COCOA WATERFRONT FROM INDIAN  
RIVER BRIDGE, COCOA, FLA.

PRIVATE NO. BEFORE TITLE: C-26

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

LIGHT GRAY WOODEN BRIDGE. TAKE OUT DARKY & POLE IN IMMEDIATE FOREGROUND. BLDGS.  
ALONG WATER FRONT WHITE, CREAM, BUFF AND A FEW RED. TAKE OUT POLES & WIRES IN  
WATER TO L. FT. NICE BLUEISH GREEN WATER COLORING. PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

27 Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

By

Date

MAY 12 1937

ESTIMATE  
AND WORK SCHEDULE

By

Date

Cost Dept. Checked

MAY 12 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 12 1937	MAY 12 1937
SKETCH				
RETOUCHING	7	3	5-12	6-23 8
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	66		6-23	6-24 45
ENGRAVING				
HAND COLOR PROOF	169	1 1/4	6-28	6-29
ARTIST DEPT.	164	8 3/4	7-13	7-16

DATE BLUEPRINT OK'D

By

DATE Filed JUL 12 1937

By

DATE HAND COL. PROOF OK'D

DATE Photo Returned to Customer

By



FLORIDA POST CARD CO.,  
JACKSONVILLE, FLA.

NO. 7A-H1538

ORDER NO. 1123

DATE 5-4-1937

12<sup>1</sup>/<sub>2</sub> M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) VIEW OF CAUSEWAY AND  
HARBOR, FORT PIERCE, FLA.

PRIVATE NO. BEFORE TITLE: FP-26

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

LIGHT STONE BRIDGE, CEMENT PAVEMENT. LAMP POSTS GREEN, WHITE GLASS SHADE. HARBOR  
WAREHOUSES LIGHT GRAY BLDGS. HOMES ALONG WATERFRONT VARIG. COLORS. MAKE NICE WATER  
WATER COLOR, NOT TOO BLUE. GOOD CLOUDY SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

ATTENTION!

27 Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

By

Date

MAY 12 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

MAY 12 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 12 1937	MAY 12 1937
SKETCH				
RETOUCHING	4	3	5-12	6-23
PHOTO-LITHO				
BUEPRINT STRIPPING, OPAQUING	64		6-23	6-23
ENGRAVING				
HAND COLOR PROOF	169	1/4		
ARTIST DEPT.	23	8 3/4		7-17

DATE BLUEPRINT OK'D

DATE Filed

JUL 21 1937

By

DATE HAND COLOR PROOF OK'D

By

DATE Photo Returned to Customer

By



FLORIDA POST CARD CO.,  
JACKSONVILLE, FLA.

NO. 7A-H1539

ORDER NO. 1126

DATE 5-4-1937

25 M ART COLORTONE POST CARD, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) TOP: "HONEY, COME DOWN"

WE BUSY PERSONS CORRESPONDENCE CARD

BOT: WE'VE WAITIN FO' YOU IN FLORIDA

PRIVATE NO. BEFORE UPPER TITLE: 923

© C.T. & Co.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

USE PHOTO NO. 6A-H2162 AND EXCEED LETTERING FROM 4A-H1387.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,751,775

Prepared by

By

MAY 12 1937

Date

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

MAY 12 1937

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 12 1937	MAY 12 1937
SKETCH <i>Layout</i>		2		
RETOUCHING	3	1 1/2	5-12	6-23
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		6-23	6-23
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	6-28	6-28
ARTIST DEPT.	184	10	7-6	7-10

DATE BLUEPRINT OK'D

DATE *Printed*

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

6  
13

ST  
35



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

DIAL No. 7A-H1540 ORDER NO. 1141 DATE 5-4-1937

CUSTOMER PLANET MARS,  
CHICAGO, ILL.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M PC GROUP (2) SIZE 3 1/2 x 5 1/2

STYLE ART COLOR TONE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

(All of this on address side)  
FRONT NO. 5 R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

Ret 11 1/2

H.C. 2 1/4

L.A. 14

47.50-5

W

32

3

57.  
small  
neg.



52

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

DIAL NO. 7A-H1541 ORDER NO. 1142		DATE 5-4-1937	DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART	DATE COMPLETED	Photos for this Customer
CUSTOMER ADAMS BROS. MFG.CO., PITTSBURG, PA.					
12 1/2 M	PC	SIZE 3 1/2 x 5 1/2	STYLE ART COLORTONE, FULL FACE		
PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout		(All of this on address side)			
Title in Plate Yes No Copyright in Plate Yes No		FRONT NO. 5 R. M. Yes No			
Title in full FIVE GREAT ADAMS SUPER-VALUES		R.M. to cover part of Mess. Space, entire Mess. Space, entire Front			
		Trade Mark Yes No Special type as sample			
		IMPRINT: Customer C. T. Imprint No imprint			
RETOUCHING DEPARTMENT		PHOTO LITHO			
Submit — Sketch — Layout — Retouched Photo — Wash Drawing		Rephoto			
Follow Layout		NEG.NO.			
SEE SKETCH ATTACHED.		____ Photograph each - Size 5x7 - 8x10 - 10x12			
ALSO SEE INSTRUCTIONS ATTACHED.		____ Prints each from _____ Negatives MATTE or GLOSSY			
		Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted			
		See Salesman, Customer, or Sample for Position, Office			
		DELIVER _____ Straighten Photo			
		Negative — Line — Halftone — Combination. 120			
		Dry — Wet — Pancromatic — Color Separation. 133			
		Transfer — Paper Process — New Process. 150			
		Stripping — White Border — Full Face. 175			
		Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.			

COLOR DESCRIPTION

PHOTO RETURNED TO PHOTO USED FOR

August 2  
Ret 8  
H.C 2 1/4  
La 17

Ar



MARKEN & BIELFELD, INC.,  
FREDERICK, MD.

NO. 7A-H1542

ORDER NO. 1146

DATE 5-4-1937

12M 500 ART COLO RTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 14 R. M. YES

IMPRINT SAME AS ABOVE

PUT PLATE NO. ON FRONT AT BOTTOM

PHOTO PROPERTY OF ~~CUSTOMER~~ CT

COLOR DESCRIPTION

MONUMENTS VERY LIGHT GRAY STONE, BRONZE FIGURE AND PLATES AND  
BASE PANELS ON MONUMENT ON RIGHT, REAR CENTER MONUMENT LIGHT  
GRAY, BRONZE FIGURE. DARK GRAY DRIVE, GREEN LAWN. LIGHT FENCE  
ON LEFT.

ATTACHED IS A CARD WHICH IS A SPECIMEN OF WHAT THE CUSTOMER DOES  
NOT WANT.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

5/29/37

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (11) PAT. NO. 1,796,778

Executive OK of Estimate

By MAY 7 1937  
Date

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By 80  
Date MAY 7 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 7 1937	MAY 7 1937
SKETCH				
RETOUCHING	12	3	5-7	5-10 SL
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	68		5-17	5-18 4A
ENGRAVING				
HAND COLOR PROOF	160	1 1/4	5-18	5-18 MY
ARTIST DEPT.	162	8 3/4	7-12	7-12

DATE BLUEPRINT OK'D

By

DATE FILED

By 20

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

*Very Push*  
*12*



MARKEN & BIELFELD, INC.,  
FREDERICK, MD.

NO. 7A-H1543

ORDER NO. 1146

5-4-1937

DATE

12 M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 14

R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF

CT

COLOR DESCRIPTION

SHOW MOUNTAINS CLEAR & GREEN. GRAY BRIDGE IN REAR CENTER.  
REMOVE WIRES. MAKE WATER IN STREAM A VERY LIGHT BLUE-GREEN. MAKE  
THE TREES & OTHER FOLIAGE A SOLID DEEP GREEN COLOR.  
FOR MOUNTAIN BACKGROUND COLOR SEE 5A-H946 & 6A-H1740.

SUBMIT RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Estimate of Expense  
By May 11 1937  
Date May 11 1937  
ESTIMATE  
AND WORK SCHEDULE  
Cost Dept. Checked  
By May 11 1937  
Date May 11 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 12 1937	MAY 12 1937
SKETCH				
RETOUCHING	12	2	5-12	5-15
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		5-15	5-17
ENGRAVING				
HAND COLOR PROOF	163	1 1/2		18
ARTIST DEPT.	161	9 1/4	JUL 16 / 37	JUL 16 / 37

DATE BLUEPRINT OK'D

By

DATE Filed

By

DATE HAND COLOR PROOF OK'D

By

DATE Photo Returned to Customer

*R. Teich*

12

36



MARKEN & BIELFELD, INC.,  
FREDERICK, MD.

NO. 7A-H1544  
ORDER NO. 1146  
DATE 5-4-1937

12 M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL)

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 14 R. M. YES  
IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

STONE USED FOR DRAINS ALONG EITHER SIDE OF ROAD, AS WELL AS THE  
PROTECTING WALL IS MOUNTAIN STONE AND SHOULD BE ABOUT THE SAME  
COLOR AS WHAT YOU USED ON 5A-H2123. COLORING OF ROADWAY AS ON  
6A-H1740.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO. YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI PLY FORMS PAT. NO. 1,297,778

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive C. J. Estimate

By

Date

MAY 11 1937

ESTIMATE  
AND WORK SCHEDULE

By

Date

Cost Dept. Checked

MAY 11 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 12 1937	MAY 12 1937
SKETCH				
RETOUCHING	12	1 1/2	5-12	5-15
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	14		5-15	5-17
ENGRAVING				
HAND COLOR PROOF	163	1 1/2		18 May
ARTIST DEPT.	38	9		6-22-37

DATE BLUEPRINT OK'D

By

DATE JUL 19 1937

By

DATE HAND COL. PROOF OK'D

DATE Photo Returned to Customer

By



HICKEY BROTHERS,  
DAVENPORT, IOWA

NO. 7A-H1545

ORDER NO. 1147

DATE 5-5-1937

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE (UPPER) LOWER, CENTER - BORDER.

TITLE (IN FULL) WOODMEN'S BUILDING,  
ROCK ISLAND, ILL.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

SEE BACK OF PHOTO. STONE AT BOTTOM IS DARK GRAY. BRICK IS  
NO. 10. TOUCH OUT WIRES, POSTS & SHADOWS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,775

Executive Order Estimate

By

Date

MAY 11 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

MAY 11 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 12 1937	MAY 12 1937
SKETCH				
RETOUCHING	14	6	5-12	5-29 R
PHOTO LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		6-1	6-14
ENGRAVING				
HAND COLOR PROOF		1 1/2		1
ARTIST DEPT.	48	9 3/4	6-14	6-22

DATE BLUEPRINT ORD.

DATE RECD. MAY 19 1937

DATE PRINTING ORDER

By

DATE Photo Returned to Customer

By

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Very  
Rush

14-5

M-1

34



HICKEY BROTHERS,  
DAVENPORT, IOWA

NO. 7A-H1546

ORDER NO. 1147

DATE 5-5-1937

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) FORT THEATRE BUILDING,  
ROCK ISLAND, ILL.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M.

NO

IMPRINT

SAME AS ABOVE

PHOTO PROPERTY OF

COLOR DESCRIPTION

DO NOT BRING OUT TITLE OF MOTION PICTURE - IT SHOULD NOT BE  
READABLE. BRICK N<sup>o</sup>. 31. BOTH THEATRE SIGNS ARE BLACK & WHITE.  
"HICKEY" SIGNS ARE WHITE AGAINST GREEN. PLAIN STONE IS NO. 14.  
ORNAMENTAL STONE ABOVE BIG WINDOWS, AS WELL AS ALONG TOP OF BLDG.  
IS OF VARIOUS COLORS WITH PALE GREEN AND DARK BLUE PREDOMINATING.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

Executive Order Estimate

By

Date

MAY 11 1937

ESTIMATE

AND WORK SCHEDULE

Cost Dept. Checked

By

Date

MAY 11 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 12 1937	MAY 12 1937
SKETCH				
RETOUCHING	4	5	5-12	5-26 SE
PHOTO LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		5-26	5-26 KS
ENGRAVING				
HAND COLOR PROOF	160	1 1/2		5-29 WCH
ARTIST DEPT.	47	9 3/4	June 9, 1937	June 15, 1937

DATE BLUEPRINT OK'D

By

DATE PRD JUL 19 1937

By

DATE PHOTO OK'D

DATE Photo Returned to Customer

By

ATTENTION!

9 Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ST.  
34



HICKEY BROTHERS,  
DAVENPORT, IOWA

NO. 7A-H1547

ORDER NO.

1147

DATE 5-5-1937

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) NEW ARMORY, ROCK  
ISLAND, ILL.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT.

COLOR DESCRIPTION

*Living Drawing by St.*

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

By

MAY 18 1937

Date

ESTIMATE

Cost Dept. Checked

By

MAY 18 1937

Date

AND WORK SCHEDULE

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 19 1937	MAY 19 1937
SKETCH				
RETOUCHING	3	7	5-19	5-26 SL
PHOTO-LITHO				
BLUEPRINT STRIPE G. OPAQUING	60		5-26	
ENGRAVING				
HAND COLOR PROOF	110	1 1/2		
ARTIST DEPT.	52	9	6/5/37	4/8/37

DATE BLUEPRINT OK'D

DATE Filed

JUL 19 1937

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

3

ST.  
45



HICKEY BROTHERS  
DAVENPORT, IOWA

NO. 7A-111548  
XXXXXX

ORDER NO. 1147

DATE 5-5-1937

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) HOTEL DAVENPORT,  
DAVENPORT, IOWA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,707,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive Of Estimate  
By  
Date

ESTIMATE  
AND WORK SCHEDULE

Cont. Dept. Checked  
By  
Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Click No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 12 1937	MAY 12 1937
SKETCH				
RETOUCHING	14	6	5-12	5-25
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	6		5-25	5-26
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	5-27	5-27
ARTIST DEPT.	55	10	6-7-37	6-11-37

DATE BLUEPRINT OK'D

DATE

JUL 19 1937

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By



HICKEY BROTHERS,  
DAVENPORT, IOWA

NO. 7A-H1549

ORDER NO. 1148

DATE 5-5-1937

12M 500 ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) NEW FIFTH AVENUE  
BUILDING, MOLINE, ILL.

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 1 R. M. NO  
IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

STONE IN NO. 14. BRICK IS DARK NO. 10 (EXCEPT SECTION AS MARKED ON  
BACK OF PHOTO). ORNAMENTAL STONES ALONG TOP OF BLDG. IS VARI-  
COLORED WITH NO. 4, 5, AND 21 PREDOMINATING. ORNAMENTAL STRIP AT  
TOP OF UPPERMOST ROW OF WINDOWS IS NO. 5. TOUCH IN A FEW MODERN  
CARS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

4B H 460

Executive Estimate

By

Date

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 12 1937	MAY 12 1937
SKETCH				
RETOUCHING	2	8	5-12	5-22 86
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING }	64		5-24	5-25 45
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	5-27	5-27 1141
ARTIST DEPT.	52	9 1/2	6/9/37	4/10/37

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

By

DATE

By

DATE Photo Returned to Customer

JUL 19 1937



HICKEY BROTHERS,  
DAVENPORT, IOWA

NO. 7A-HI550

ORDER NO. 1148

DATE 5-5-1937

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) SWIMMING POOL,  
MOLINE, ILL.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

BLDG. IS LT. RED BRICK --STUCCO ABOVE BRICK IS NO. 5. DARK WOOD  
STRIPS ON STUCCO ARE BROWN NO. 17. ROOF IS NO. 29. REMOVE CHIMNEY  
AND TELEPHONE WIRES AT EXTREME LEFT.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		MAY 12 1937	MAY 12 1937
SKETCH			
RETOUCHING	156 3	May 24	May 25 SE.
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	60	5 26	5-27 KT
ENGRAVING			
HAND COLOR PROOF	160 1 1/2	5-29	5-29 MT
ARTIST DEPT.	38 9 3/4	6-7	6-8

DATE BLUEPRINT OK'D

DATE

JUL 19 1937

DATE HAND COLOR PROOF OK'D

DATE Photo Returned by Customer



HICKEY BROTHERS,  
DAVENPORT, IOWA

NO. 7A-H1551

ORDER NO. 1148

DATE 5-5-1937

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE (UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) ROCK RIVER DAM AT  
BLACKHAWK STATE PARK, ROCK ISLAND,  
ILL.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,774

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all sets or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE  
AND WORK SCHEDULE  
By CT  
Date MAY 7 1937

OPERATION	EST. TIME C. & N.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		MAY 7 1937	MAY 7 1937
SKETCH			
RETOUCHING	12 2	5 - 7	5 - 26 37
PHOTO LITHO			
BLUEPRINT STRIPPING, OPAQUING	4	5 - 26	
ENGRAVING			
HAND COLOR PROOF	1 3 1 1/2		
ARTIST DEPT.	50 9	9, 6. 37	10, 6. 37

DATE ESTIMATE OK'D

DATE FILED

JUL 9 1937

DATE 1st CHECK PROOF OK'D

DATE Photo Returned to Customer



HICKEY BROTHERS,  
DAVENPORT, IOWA

NO. 7A-H1352

ORDER NO. 1148

DATE 5-4-1937

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) ROYAL NEIGHBOR  
BUILDING, ROCK ISLAND, ILL.

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 1 R. M. NO  
IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION  
TOUCH OUT WIRES & POSTS, ALSO SOME OF THE CARS. BLDG. IS VERY LT. GRAY, WINDOW FRAMES ARE GREEN. DARK SLATE-GRAY ROOF.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,799,775

By *[Signature]*  
Date MAY 11 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked  
By *[Signature]*  
Date MAY 11 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 12 1937	MAY 12 1937
SKETCH				
RETOUCHING	169	5	5-26	5-26 SL
PHOTO-LITHO				
BLUEPRINT STIPPING, OPAQUING	60		6-1	6-1
ENGRAVING				
HAND COLOR PROOF	76	1 1/4	6-1	6-1
ARTIST DEPT.	44	2 3/4	6/7/37	6/10/37

DATE DOCUMENT OK'D

DATE FILED

JUL 19 1937

DATE PHOTO RETURNED TO CUSTOMER

DATE Photo Returned to Customer

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

*[Large handwritten signature]*  
Very Sincerely,  
*[Signature]*

51.  
34



HICKEY BROTHERS,  
DAVENPORT, IOWA

NO. 7A-H1553

ORDER NO. 1148

DATE 5-5-1937

12 M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE UPPER LOWER, CENTER - BORDER.  
TITLE (IN FULL) COURT HOUSE, ROCK  
ISLAND, ILL.

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 1 R. M. NO  
IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

SEE BACK OF PHOTO. CUT DOWN AS INDICATED SO AS TO BRING THE BLDG.  
UP CLOSER. REMOVE WIRES & POSTS. BLDG. IS GRAY STONE. ROOF IS  
GREEN, A LITTLE LIGHTER THAN NO. 26.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK *[Signature]*

By

Date MAY 11 1937

ESTIMATE  
AND WORK SCHEDULE

By

Date MAY 11 1937

Cost Dept. Checked

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 12 1937	MAY 12 1937
SKETCH				
RETOUCHING	158	60	5-12	5-25 SC
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		5-15	5-26 K.
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	5-27	5-27 M.
ARTIST DEPT.	150	9 1/2	6/21	6/22

DATE ESTIMATE OK'D

DATE *[Signature]* JUL 19 1937

DATE *[Signature]*

By

DATE Photo Returned to Customer

By



THE PAPER PRODUCTS CO.,  
PUEBLO, COLO.

NO. 7A-H1554

ORDER NO. 1149

5-4-1937

DATE

12<sub>M</sub> 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) TOP- BOAT HOUSE AND

RUSTIC BRIDGE, LAKE CLARA,  
MINERAL PALACE PARK, PUEBLO, COLO.

BOT- PUEBLO, A THRIVING CITY WITH  
A LASTING PROSPERITY

PRIVATE NO. BEFORE UPPER TITLE- 74

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 1 R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

BOAT HOUSE GREY STONE. PUT ON A LITTLE MORE FOLIAGE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

By

Date

MAY 7 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 7 1937	MAY 7 1937
SKETCH				
RETOUCHING	12	2	5-7	5-13
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		5-13	5-15
ENGRAVING				
HAND COLOR PROOF		1 1/2		
ARTIST DEPT.	32	9		5-29

DATE BLUEPRINT OK'D

DATE

MAY 19 1937

By

By

DATE HAND COLOR PROOF OK'D

DATE PHOTO RECORDED TO CUSTOMER

by

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

12

32



THE PAPER PRODUCTS CO.,  
PUEBLO, COLO.

NO. 7A-H1555

ORDER NO. 1149

5-4-1937

DATE

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. YES

TITLE (IN FULL) TOP- BIRD HOUSE AND ANIMAL IMPRINT SAME AS ABOVE

PITS, CITY PARK, PUEBLO, COLO.

BOT- PUEBLO, A THRIVING CITY WITH  
A LASTING PROSPERITY

PRIVATE NO. BEFORE UPPER TITLE- 80

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

BLDG. & PITS DIRTY GREY STONE WITH PINK & GREENISH TINTS MIXED.  
TAKE OUT CARS. CUT OFF AT TOP FOR PROPORTION.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

By

Date

MAY 7 1937

ESTIMATE

AND WORK SCHEDULE

Cost Dept. Checked

By

Date

MAY 7 1937

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		MAY 7 1937	MAY 7 1937
SKETCH			
RETOUCHING	12 3	5-7	5-12 81
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	68	5-12	5-14 45
ENGRAVING			
HAND COLOR PROOF	153 1 1/2		5-17 1100
ARTIST DEPT.	154 9	6-14	6-15 1

DATE BLUEPRINT OK'D

By

DATE Fld

By

DATE HAND CHECKED

DATE Photo Returned to Customer

By

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

new 2/12

12

32



THE PAPER PRODUCTS CO.,  
PUEBLO, COLO.

NO. 7A-HI556

ORDER NO. 1149

5-4-1937

DATE

12M 500 ART COLORTONE GST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

1

R. M.

YES

IMPRINT

SAME AS ABOVE

TITLE (IN FULL) TOP- YOUNG WOMEN'S  
CHRISTIAN ASSOCIATION, PUEBLO, COLO.  
BOT- PUEBLO, A THRIVING CITY WITH  
A LASTING PROSPERITY

PRIVATE NO. BEFORE UPPER TITLE- 93

PHOTO PROPERTY OF

CT

COLOR DESCRIPTION

TAKE CUT CARS, WASH TUB, MAN, MAIL BOX AND TELEGRAPH POLES,  
BLDG. PINK STUCCO, RED ROOF.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,799,775

Executive OK of Estimate

By

Date

MAY 7 1937

ESTIMATE

AND WORK SCHEDULE

By

Date

Cost Dept. Checked

MAY 7 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 7 1937	MAY 7 1937
SKETCH				
RETOUCHING	163	4	5-7	5-13 88
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	68		5-14	5-14 48.
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	5-17	5-17 1937
ARTIST DEPT.	50	9	5-27 27.	5-29 37.

DATE BLUEPRINT OK'D

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.



DISTRIBUTED BY E.D. WEST CO.,  
SOUTH YARMOUTH, CAPE COD, MASS.

NO. 7A-HI 557

ORDER NO. 5-4-1937

DATE 1150

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER CENTER - BORDER.

TITLE (IN FULL) STATE HIGHWAY AND BOURNE

BRIDGE OVER THE CAPE COD CANAL.

SMALL TYPE- PHOTO BY HARRISON  
FISK

PRIVATE NO. BEFORE TITLE- 153

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

To Repro 10-29-40

MAKE WATER WIDER UNDER THE BRIDGE AS THIS IS TO BE DREDGED  
OUT.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

2 Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive Off. of Estimate

By

Date

MAY 7 1937

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

By

Date

MAY 7 1937

OPERATION	EST. TIME (Clocks) (Time Allowed)	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		MAY 7 1937	MAY 7 1937
SKETCH			
RETOUCHING	12 3	5-7	5-20 SC
PHOTO-LITHO			
BLUEPRINT STRIKING, OPAQUING	71	5-21	5-22 H.E.
ENGRAVING			
HAND COLOR PROOF	160 1 1/4	5-24	5-24 H.E.
ARTIST DEPT.	49 8 3/4	5-28	6-1 - W.P.

JUL 19 1937

DATE BLUEPRINT OK'D

DATE RECD

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

new with  
Curt



DISTRIBUTED BY  
E.D. WEST CO.  
SOUTH XXXXXXXX CAPE COD, MASS.  
YARMOUTH,

NO. 7A-H1558

ORDER NO. 1150

5-4-1937

DATE

12 M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER CENTER - BORDER.

TITLE (IN FULL) NEW BRIDGE OVER THE

CAPE COD CANAL AT SAGAMORE, MASS.

SMALL TYPE- PHOTO BY HARRISON FISK

PRIVATE NO. ~~155~~ BEFORE TITLE- 155

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M.

YES

IMPRINT

SAME AS ABOVE

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,774

Executive OK at Date

By

Date

MAY 12 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

MAY 12 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 12 1937	MAY 12 1937
SKETCH				
RETOUCHING	12	2 1/2	5-12	5-19 50
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	66	-	5-20	5-21 KE
ENGRAVING				
HAND COLOR PROOF	100	1 1/4		
ARTIST DEPT.	30	8 1/2		6-4-7

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

By

DATE Fed.

By

DATE Photo Returned to Customer

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.



AMERICAN ART POST CARD CO.,  
BOSTON, MASS.

NO. 7A-M1559

ORDER No. 1155

5-4-1937

DATE

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.

FRONT No. 1 R. M. NO

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

TOP CENT- ACADIA  
NATIONAL PARK, MT. DESERT ISLAND  
BOT CENT- THUNDER HOLE, BAR HARBOR,  
MAINE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

TAKE OUT 3 PEOPLE IN FOREGROUND.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Even the OK of Estimate

ESTIMATE

Cost Dept. Checked

By

MAY 7 1937

AND WORK SCHEDULE

By

MAY 7 1937

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 7 1937	MAY 7 1937
SKETCH				
RETOUCHING	12	3	5-7	5-17 86
PHOTO-LITHO				
BLU PRINT ST. M. G. OPAQUING	68		5-8	5-18 1937
ENGRAVING				
HAND COLOR PROOF	39	1 1/2	6-1	6-1
ARTIST DEPT.	32	9	6-20	6-25 1937

DATE BLUEPRINT OK'D

DATE Fixed JUL 19 1937

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

12

32



DISTRIBUTED BY S. LOUIS CURL,  
CUMBERLAND, MD.

NO. 7A-H1560

ORDER NO. 1159

DATE 5-5-1937

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M.

YES

TITLE (IN FULL) TOP- VIEW OF FAIRGROUND  
AND RACETRACK, CUMBERLAND, MD.

IMPRINT

SAME AS ABOVE

PRIVATE NO. BEFORE TITLE- 15

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS ® PAT. NO. 1,292,775

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

## ESTIMATE

Cost Dept. Checked

By

MAY 11 1937

By

MAY 11 1937

Date

AND WORK SCHEDULE

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 12 1937	MAY 12 1937
SKETCH				
RETOUCHING	8	5	5-12	5-20 SE.
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		5-21	5-22 1/2
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	5-24	5-24 MB
ARTIST DEPT.	158	10	6-18	6-23

DATE BLUEPRINT ORD

DATE PROOF JUL 10 1937

DATE HAND COLOR PROOF ORD

By

DATE Photo Returned to Customer

8

57  
34



DISTRIBUTED BY S. LOUIS CURL,  
CUMBERLAND, MD.

NO. 7A-H1561

ORDER NO. 1159

DATE 5-5-1937

6M ART COLOR ONE POST CARDS, WHITE ORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

TOP- VIEW OF LOVER'S

LEAP AND THE NARROWS

BOT- 1652 FT. ABOVE SEA LEVEL,  
CUMBERLAND, MD.

PRIVATE NO. BEFORE UPPER TITLE- 16  
COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

R. M.

YES

IMPRINT

SAME AS ABOVE

PHOTO PROPERTY OF

CUSTOMER

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,759,778

Executive OK of Estimate

By MAY 14 1937

Date

ESTIMATE

AND WORK SCHEDULE

Cost Dept. Checked

By MAY 14 1937

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 15 1937	MAY 15 1937
SKETCH				
RETOUCHING	10	5	5-15	5-20
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	71		5-21	5-21
ENGRAVING				
HAND COLOR PROOF		1 1/2		
ARTIST DEPT.	53	9 1/2	6/10/37	6/11/37

DATE BLUEPRINT OK'D

DATE JUL 19 1937

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

R

38



THE RUBIN PUBLISHING CO.,  
NEWBURGH, N.Y.

NO. 7A-H1562

ORDER NO. 1516

DATE 5-5-1937

12 1/2 M

ART COLORTONE POST CARDS

WHITE BORD P.

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE, UPPER, LOWER, CENTER - BORDER.

SUMMER WHITE HOUSE, HOME OF  
PRESIDENT FRANKLIN D. ROOSEVELT, HYDE PARK,  
N.Y.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2

R. M.

NO

IMPRINT

SAME AS ABOVE.

PRIVATE NO. 15 - AFTER TITLE AT EXT. RIGHT

LEAVE 1 INCH SPACE BETWEEN TITLE AND PRIVATE NO.

PROPERTY OF

CUSTOMER.

COLOR DESCRIPTION BLDG. CREAMISH LIGHT TAN STUCCO. TRIM- WHITE. SHUTTERS- GREEN.  
WINGS- STONE WINGS ON EACH SIDE.- WHITE TAN, BROWN STONES. ROOF- PAINT IN  
SPINDALS AND FANCY GRILL WORK. FLOWERS IN BUSHES NEAR STOOP AND ALONG HOUSE. TRIM  
SIDE OF BLDG. IF YOU THINK IT WILL LOOK BETTER. THAT IS CUT PART OF PICTURE ON  
EACH SIDE. , (END). WE WILL LEAVE IT TO ARTIST TO MAKE NICE CARD . CUT ANY PART  
YOU DESIRE. NICE CLOUD EFFECT.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,774

Executive OK of Estimate

By

Date

MAY 7 1937

## ESTIMATE AND WORK SCHEDULE

Est. Dept. Checked

By

Date

MAY 7 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 7 1937	MAY 7 1937
SKETCH				
RETOUCHING	12	5	5-7	5-14
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		5-15	5-17
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	5-18	5-18
ARTIST DEPT.	162	9	5-29	6-2

JUL 19 1937

DATE BLUEPRINT OK'D

DATE HAND

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

12

32



WESLEY ANDREWS CO.,  
PORTLAND, ORE.

NO. 7A-H1563

ORDER NO. 1166

DATE 5-5-1937

12<sup>1</sup>/<sub>2</sub>M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) FAMOUS INDIAN PAPOOSE TWINS  
(VERSE)

PRIVATE NO. BEFORE TITLE: 231

BOT, SMALL TYPE: PHOTO COPYRIGHT LEE MOOREHOUSE

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 19 R. M. NO

IMPRINT  
SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

REMOVE LATTICE IN BACKGROUND. AVOID VIVID GREENS. COLOR AS PER COLOR LITHO  
ATTACHED.

RETURN PHOTO & COLOR LITHO TO W. ANDREWS

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,799,775

Executive OK of Estimate

By May 7 1937  
Date

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By May 7 1937  
Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 12 1937	MAY 12 1937
SKETCH <i>lay out</i>		1		
RETOUCHING	10	2	5-12	5-24 86.
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	14		5-24	5-26 14.
ENGRAVING				
HAND COLOR PROOF	16	1 1/2		
ARTIST DEPT.	22	10 1/2		6-24 3th

DATE BLUEPRINT OK'D \_\_\_\_\_

DATE ~~Fixed~~ JUL 13 1937

By \_\_\_\_\_

By JD

DATE PAID \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.



WESLEY ANDREWS CO.,  
PORTLAND, ORE.

NO. 7A-H1564

ORDER NO. 1166

DATE 5-5-1937

12½ M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) FAMOUS INDIAN PAPOOSE TWINS  
(VERSE)

PRIVATE NO. BEFORE TITLE: 230

BOT, SMALL TYPE: PHOTO COPYRIGHT LEE MOOREHOUSE

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 19 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

REMOVE LATTICE IN BACKGROUND. AVOID VIVID GREENS. COLOR AS PER COLOR LITHO  
IN ENV. 7A-H1563.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Estimate OK or Estimate

By MAY 11 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

MAY 11 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 12 1937	MAY 12 1937
SKETCH <i>Ray</i>		1		
RETOUCHING	10	2½	5-12	5-24 SL.
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	10		5-20	5-26 45
ENGRAVING				
HAND COLOR PROOF		1½		
ARTIST DEPT.	22	10½		6-17 <i>Ph</i>

DATE BLUEPRINT OR'D

DATE P'd

JUL 19 1937

By

By

DATE HAND COLOR PROOF

DATE Photo Returned to Customer



31

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

DIAL No. 7A-H1565 ORDER NO. 1188 DATE 5-5-1937

CUSTOMER REPUBLIC STEEL CORP.,  
CLEVELAND, OHIO

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 1/2 M PC SIZE 3 1/2 x 5 1/2

STYLE ART COLOR TONE, FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

*No. on front.*

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

*see inst attached*

*make red impression  
of 1 line TYPE*

PHOTO RETURNED

TO

PHOTO USED FOR

*Net 5  
14.6 1 1/2  
La 11*

MAKEOVER

Charge to *Customer* Dept.

EST. Makeover Time Required

	TIME	
RETOUCHING	2	Time Recorded in Cost Dept.
PHOTO-LITHO		Date _____
COMPOSING		By _____
ART DEPT. HC	1 1/2	
ENGRAVING		

*Edg*

*Very Very Very Rush*

*Off 5-10*

*6 1/2*

MAY 10 1937



38

6

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER  
RETURN PHOTO YES NO

DIAL NO. 7A-H1566 ORDER NO. 3852 DATE 8/4/37

CUSTOMER SHOR & HADFIELD  
MIAMI BEACH, FLORIDADEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer12 M 500 POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$ 

STYLE PHOTO COLORIT WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full TOP-ROADSIDE REST - MIAMI BEACH, FLORIDA

BOT-RAINBOW DINING ROOM, BAR AND LOUNGE

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

## RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

## PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black &amp; White Proof. Titles—Red, Blue.

## COLOR DESCRIPTION

SEE TISSUE ATTACHED. ~ list of cars

PHOTO RETURNED

TO

PHOTO USED FOR

3

Curt on Rush 79

Curt on Rush 79



22

9  
H.C. 13/4  
A 10 1/2

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER  
RETURN PHOTO YES NO

DIAL NO. 7A-H1567 ORDER NO. 1193 DATE 5-5-1937

CUSTOMER HOTEL DACOTAH,  
GRAND FORKS, N. D.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 1/2 M PC SIZE 3 1/2 x 5 1/2

STYLE ART & LORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

COCKTAIL LOUNGE, HOTEL DACOTAH,  
GRAND FORKS, N. D.

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

CEILING CENTER PANEL #22 BLUE. CROSS MOULDINGS OF SAME, WHITE. TWO CENTER PANELS ON EITHER SIDE  
OF BLUE, NO. 15 BONE WHITE. TWO OUTSIDE PANELS #32 HENNA. VENETIAN BLINDS #1 LEMON YELLOW. VALANCE  
& DRAPES IN WINDOWS #32 HENNA. SEATS #32 HENNA. BACKS OF SEATS #15 BONE WHITE.  
FLOOR ANY TWO SHEDS OF BROWN. DRAPES BETWEEN WALL LIGHTING OVER VESTIBULE & ON LEFT WALL #4  
BLUE. VESTIBULE #15 BONE WHITE. DOOR #4 BLUE. BAR AND BACK BAR IS OF AMERICAN BUTT WALNUT WITH  
GREEN TERRAZZA STEP. ALL BAR DECORATIONS ARE OF CHROME STEEL AS WELL AS BOOTH TABLES AND COAT  
RACKS. WALLS #15 BONE WHITE.

PHOTO RETURNED  
TO  
PHOTO USED FOR



WEINER NEWS COMPANY,  
SAN ANTONIO, TEXAS

NO. 7A-M568

ORDER NO. 1190

DATE 5-15-1937

12½M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) **INTERIOR, XX MAJESTIC**

**THEATRE, SAN ANTONIO, TEXAS**

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. **I** R. M. **NO**

IMPRINT **SAME AS ABOVE**

**PUT AT BOTTOM OF MESSAGE SPACE:  
SAN ANTONIO, HOME OF THE ALAMO, GULF  
BREEZES AND SUNSHINE**

PHOTO PROPERTY OF **CUSTOMER**

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

**YES**

RETURN PHOTO.

**CURT TEICH & COMPANY, INC., CHICAGO**  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

By

Date **MAY 11 1937**

**ESTIMATE  
AND WORK SCHEDULE**

Cost Dept. Checked

By

Date

**MAY 11 1937**

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clk No.	Time Allowed		
COMPOSING, TYPE SET UP			<b>MAY 12 1937</b>	<b>MAY 12 1937</b>
SKETCH				
RETOUCHING	<b>17</b>	<b>7</b>	<b>5-12</b>	<b>5-18</b>
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	<b>64</b>		<b>5-19</b>	<b>5-21</b>
ENGRAVING				
HAND COLOR PROOF	<b>18</b>	<b>1½</b>		<b>5-21</b>
ARTIST DEPT.	<b>38</b>	<b>10</b>	<b>6-16</b>	<b>6-18</b>

DATE BLUEPRINT OK'D

By

DATE

DATE **Fixed**

By

DATE

17  
317

ST.  
24



MINSKY BROS. & CO. PUBLISHING DIVISION,  
PITTSBURGH, PA.

NO. 7A-H1569

ORDER NO. 1195

DATE 5-5-1937

12<sup>1</sup>/<sub>2</sub>M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) BIRD'S-EYE VIEW OF

BRIDGE AND RESIDENCE SECTION,  
VANDERGRIFT, PA.

PRIVATE NO. ~~XXX~~ UPPER LEFT CORNER: V109

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

~~XXXX~~ BRIDGE DARK GRAY. BLDGS. IN FOREGROUND DARK RED & GRAY. REAR CHURCH IN  
CENTER RED BRICK, RED ROOF. BLDGS. IN REAR BROWN, BUFF AND GRAY, SLATE ROOFS.  
REMOVE ROUGH STONE ON RIGHT & LEFT OF ENTRANCE TO BRIDGE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

Date

MAY 7 1937

AND WORK SCHEDULE

By

Date

MAY 7 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 7 1937	MAY 7 1937
SKETCH				
RETOUCHING	10	5	5-7	5-17
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	6		5-18	5-18
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	5-19	5-19
ARTIST DEPT.		9 3/4	6-2	6-10

DATE BLUEPRINT OK'D

DATE ~~PR~~ed

JUL 19 1937

By

By

DATE ~~PR~~ed

DATE Photo Returned to Customer

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.



MINSKY BROS. & CO. PUBLISHING DIVISION,  
PITTSBURGH, PA.

NO. 7A-H1570

ORDER NO. 1195

DATE 5-5-1937

12½ M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) **HIGH SCHOOL, VANDERGRIFF,  
PA.**

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. NO

IMPRINT **SAME AS ABOVE**

PRIVATE NO. UPPER LEFT CORNER: V110

PHOTO PROPERTY OF **CT**

COLOR DESCRIPTION

**LIGHT CREAM BRICK. OAK DOORS. DARK GRAY STONE CORNICE & TRIM. GRAY STEPS.  
BRONZE LAMP POSTS ON STEPS. GREEN LAWN & SHRUBBERY. REMOVE WIRES.**

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

**YES**

RETURN PHOTO.

**CURT TEICH & COMPANY, INC., CHICAGO**  
PHOTO TICKET

GLCDE MULTI-PLY FORMS ① PAT. NO. 1,297,775

Executive OK of Estimate

By [Signature]  
Date **MAY 7 1937**

**ESTIMATE  
AND WORK SCHEDULE**

Cost Dept. Checked [Signature]  
By [Signature]  
Date **MAY 7 1937**

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			<b>MAY 7 1937</b>	<b>MAY 7 1937</b>
SKETCH				
RETOUCHING	15	1 hr. 2 1/2	5-7	5-14 86
PHOTO-LITHO				
BLEEDPINT STRIPPING, OPAQUING	64		5-15	5-17 45
ENGRAVING				
HAND COLOR PROOF	160	1 1/4	5-18	5-18 1937
ARTIST DEPT.	165	9	6-1	6-3

**JUL 19 1937**

DATE BLUEPRINT OK'D \_\_\_\_\_

DATE FILED \_\_\_\_\_

By \_\_\_\_\_  
DATE HAND COLOR PROOF OK'D \_\_\_\_\_

By [Signature]

DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_

**ATTENTION!**

4 Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

M

ST  
32



MINSKY BROS. & CO. PUBLISHING DIVISION,  
: PITTSBURGH, PA.

NO. 7A-H1571

ORDER NO. 1195

DATE 5-5-1937

12<sup>1</sup>/<sub>2</sub> M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE UPPER LOWER, CENTER - BORDER.  
TITLE (IN FULL) ST. GERTRUDE CATHOLIC  
CHURCH, VANDERGRIFF, PA.

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 2 R. M. NO  
IMPRINT SAME AS ABOVE

PRIVATE NO. UPPER LEFT CORNER: V-111

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

DARK BULL RED BRICK, GRAY STONE BASE, ENTRANCE & TRIM. DARK RED ROOF. DARK  
SASH. GRAY STONE ENTRANCE. ON LEFT & RIGHT DARK RED BRICK. GREEN LAWN &  
FOLIAGE. REMOVE POLES & WIRES.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,799,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

By

MAY 7 1937

Date

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

By

MAY 7 1937

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 7 1937	MAY 7 1937
SKETCH				
RETOUCHING	158	4	5-7	5-17 SE
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	68		5-17	5-18 15
ENCRAVING				
HAND COLOR PROOF	160	1 1/2	5-18	5-19 11:45
ARTIST DEPT.	159	9 1/2	6-3	5

DATE BLUEPRINT OK'D

DATE FILED

JUL 9 1937

By

By

DATE LITHO CO. PROOF OK'D

DATE Photo Returned to Customer

By

M  
14

5  
32



MINSKY BROS. & CO. PUBLISHING DIVISION,  
PITTSBURGH, PA.

NO. 7A-H1572

ORDER NO. 1195

DATE 5-5-1937

12½ M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE (UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) CARNEGIE ILLINOIS SHEET AND  
TIN PLATE MILL, VANDERGRIFT, PA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. NO

IMPRINT SAME AS ABOVE

PRIVATE NO. UPPER LEFT CORNER: V112

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

MILL DULL DARK RED, DARK STACKS & ROOFS. FOREGROUND BLDGS. LIGHT & BROWN.  
SLATE ROOFS. ON REAR LEFT BLDGS. BUFF AND DARK RED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ESTIMATE  
AND WORK SCHEDULE  
By May 7 1937 Cost Dept. Checked  
Date May 7 1937

OPERATION	EST. TIME C. ck No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		MAY 7 1937	MAY 7 1937
SKETCH			
RETOUCHING	156 4	May 11	May 18 51
PHOTO-LITHO			
BLEUPRINT STRIPPING, OPAQUING	68	5 - 19	5 - 19 4.0.
ENGRAVING			
HAND COLOR PROOF	163 1½		18 44.1
ARTIST DEPT.	9¾	6-3	6-10

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

By

DATE Filed JUL 19 1937

By

DATE Photo Returned to Customer

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Very Very  
Hurry

M

32



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 7A-H1573 ORDER NO. 1217

DATE 5-6-1937

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER ~~LAN~~ WEST POINT MFG. CO.,  
WEST POINT, GA.

6 M P.C. SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE WHITE BORDER.

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full LANETT MILL OF WEST POINT MFG. CO.

FRONT NO. 5 (All of this on address side)  
R. M. ☒ Yes ☐ No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
☒ Submit ☐ Sketch — ☐ Layout — ☐ Retouched Photo — ☐ Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto  
NEG. NO.  
\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

COLOR DESCRIPTION

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

2M-1-2-37

Ret. 2 1/2  
H.C. 1 1/2  
La 11.

MAKEOVER

Charge to File Date May 25 1937

EST. MAKEOVER WITH RECORD

RETOUCHING	TMS	Time & Date of Retouching
PHOTO LITHO		MAY 25 1937
COMPOSING		
ART DEPT. HC	7/	
ENGRAVING		

*Long*

25

8  
6

A51



DALLAS POST CARD COMPANY,  
DALLAS, TEXAS

NO. 7A-H1574

ORDER NO. 1221

DATE 5-6-1937

25 M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) PAN AMERICAN CASINO, GREATER  
TEXAS AND PAN AMERICAN EXPOSITION, DALLAS,  
1937.

BOT: CASINO PAN-AMERICANO. EXPOSICION  
TEXAS PAN-AMERICANA. DALLAS. TEXAS 1937

PRIVATE NO. UPPER LEFT CORNER.- E-105.

FRONT NO. 1 (ALL OF THIS ON THE ADDRESS SIDE)  
R. M. YES

IMPRINT SAME AS ABOVE. ALSO MAKE BLUE-  
PRINT WITH IMPRINT- EXPOSITION  
PUBLICATIONS, INC., DALLAS, TEXAS

PHOTO PROPERTY OF C.T. & CO.

COLOR DESCRIPTION

PHOTO NO. 6A-H1508.

use

See inst. on card  
att'd.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS 11 PAT. NO. 1,799,222

### ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date MAY 21 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 4 1937	JUN 4 1937
SKETCH				
RETOUCHING	5	3	5-21	5-26
PHOTO-LITHO				
BLUEPRINT STAMPING, OPAQUING	7		5-27	5-27 1/2
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	5-28	5-28
ARTIST DEPT.	23	10		6-21

DATE BLUEPRINT ORD.

By

DATE Mod

By

DATE HAND COLOR PROOF ORD

By

DATE Photo Returned to Customer

*make DK. Blue impression*  
*Very Fast*

### MAKEOVER

Charge to Dept.

EST. Makeover Time Required

	TIME	Time Recorded in Cost Dept.
RETOUCHING	1 1/2	
PHOTO-LITHO		JUN 3 1937
COMPOSING		Date
ART DEPT.		By
ENGRAVING		

OK 6-3



DALLAS POST CARD COM ANY,  
DALLAS, TEXAS

NO. 7A-H1575

ORDER NO. 1221

DATE 5-6-1937

25 M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) THE CAVALCADE OF THE AMERICAS.  
GREATER TEXAS AND PAN AMERICAN EXPOSITION  
DALLAS, 1937.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. YES

IMPRINT SAME AS ABOVE.- ALSO MAKE BLUE-  
PRINT WITH IMPRINT- EXPOSITION  
PUBLICATIONS, INC., DALLAS, TEXAS

PRIVATE NO. UPPER LEFT CORNER.- E-106.

COLOR DESCRIPTION SEE TISSUE ATTACHED.

PHOTO PROPERTY OF CUSTOMER.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

## MAKEOVER

Charge to \_\_\_\_\_ Dept. \_\_\_\_\_

EST. Makeover Time Required

	TIME	Time Required in Cost Dept.
RETOUCHING		
PHOTO LITHO		
COMPOSING		
ART DEPT.		
ENGRAVING		

## ESTIMATE

AND WORK SCHEDULE

By

Date

MAY 21 1937

OPERATION	EST. TIME Card No. / Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
WORKING, TYPE SET UP		MAY 27 1937	MAY 27 1937
SEARCH			
RETOUCHING	11 14	7 5-21	5-27
PHOTO LITHO			
ENGRAVING	14	5-28	5-28
RETOUCHING	16	1 1/2	
ART DEPT.	37	12	

DATE Photo Returned to Customer

DATE Photo Returned to Customer

DATE Photo Returned to Customer

10-3  
14-4

Very Jerry Ruel  
of must go out  
to day sure 5-25-37



THOMAS R. WEST,  
MIAMI, FLA.

NO. 7A-H1576

ORDER NO. 1549

DATE 5-7-1937

12 $\frac{1}{2}$  ART COLORTONE POST CARDS, WHITE BORDER

M

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: GREETINGS FROM FORT

LAUDERDALE, FLORIDA

BOT, SMALL TYPE: (C) C.T.ACO., CHICAGO

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SEE SKETCH ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,297,775

Executive OK of Estimate

By MAY 14 1937  
Date

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By MAY 14 1937  
Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 15 1937	MAY 15 1937
SKETCH		12		
RETOUCHING	17	7 $\frac{1}{2}$	5-15	5-25 SL
PHOTO LITHO				
ENGRAVING				
HAND COLOR PROOF		2 $\frac{1}{4}$		
ARTIST DEPT.	157	17	6-22	6-28

DATE ESTIMATE OK'D

By

DATE ESTIMATE OK'D

By

DATE JUL 19 1937

By 2H

DATE Photo Returned to Customer

make DK. Blue  
impression

13-11

17-7 $\frac{1}{2}$

15  
38



PHOTOGRAPH BY STEPHEN H. WILLARD.  
PALM SPRINGS, CALIFORNIA

NO. 7A-H1577

ORDER NO. 1235

DATE 5-7-1937

25 M PHOTO COLORIT POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 11 R. M. NO

TITLE (IN FULL) FRONT TERRACE, THE DESERT  
INN, PALM SPRINGS, CALIFORNIA

IMPRINT SAME AS ABOVE.

PHOTO PROPERTY OF CUSTOMER.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date MAY 19 1937

AND WORK SCHEDULE

Date MAY 19 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 20 1937	MAY 20 1937
SKETCH				
RETOUCHING	5	1 1/2	5-20	6-1 86
PHOTO-LITHO				
BLUEPRINT SHEETING, CHARGING	64		6-1	6-1 47
ENGRAVING				
FINAL COLOR PROOF	160	1 3/4	6-4	6-4 104
ART DEPT.	49	12 3/4	7-8	7-9 20P

JUL 19 1937

DATE BLUEPRINT OK'D

DATE PROOF

DATE PHOTO RETURNED

By

DATE Photo Returned to Customer

MAKEOVER

Charge to

L. V.

Dept.

EST. Makeover Time Required

RETOUCHING		
PHOTO-LITHO		
COMPOSING		
ART DEPT. HC	1 3/4	
ENGRAVING		

JUN 10 1937



PHOTOGRAPH BY STEPHEN H. WILLARD,  
PALM SPRINGS, CALIFORNIA

NO. 7A-H1578

ORDER NO. 1235

DATE 5-7-1937

25 M

PHOTO COLORIT POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 11

R. M. NO

TITLE (IN FULL) ENTRANCE, THE DESERT INN,  
PALM SPRINGS, CALIFORNIA

IMPRINT SAME AS ABOVE.

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

*No very little retouching*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTIPLY FORMS PAT. NO. 1,297,775

Executive Order of Estimate

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

DATE MAY 19 1937

By

DATE MAY 19 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 20 1937	MAY 20 1937
SKETCH				
RETOUCHING	156	1 1/2	May 27	May 28
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	60		6-1	6-1
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	6-4	6-4
ARTIST DEPT.	162	1 1/2	7-6	7-8

DATE BLUEPRINT OK'D

By

DATE Paid

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

MAKEOVER

LU

COMPOSING

PHOTO-LITHO

COMPOSING

ART DEPT. HC

1/2

JUN 1 1937

By

By

ST.  
41



PHOTOGRAPH BY STEPHEN H. WILLARD.,  
PALM SPRINGS, CALIFORNIA

NO. 7A-H1579

ORDER NO. 1234

DATE 5-7-1937

6 M PHOTO COLORIT POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 11

R. M. NO

TITLE (IN FULL) A WINGALOW, THE DESERT INN,  
PALM SPRINGS, CALIFORNIA

IMPRINT SAME AS ABOVE.

PHOTO PROPERTY OF CUSTOMER.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,790,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Estimate OK of Estimate

ESTIMATE

Cost Dept. Checked

By

Date

MAY 19 1937

AND WORK SCHEDULE

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 20 1937	MAY 20 1937
SKETCH				
RETOUCHING	5	2	6-20	6-18
PHOTO LITHO				
BLUEPRINT STEPPING, OPAQUING	66		6-1	6-1
ENGRAVING				
HAND COLOR PROOF	160	1/2	6-2	6-2
ARTIST DEPT.	31	92	7-8	7-8

DATE BLUEPRINT ORD

DATE Made

By

By

DATE HAND COLOR PROOF ORD

DATE Photo Returned to Customer

By

MAKEOVER

Charge to

Dept.

EST. Makeover Time Record

	TIME	Time Recorded in Cost Dept.
RETOUCHING		
PHOTO LITHO		
COMPOSING		
ARTIST DEPT. HC	1/2	
DATE		
By		

57  
41



PHOTOGRAPH BY STEPHEN H. WILLARD.,  
PALM SPRINGS, CALIFORNIA

NO. 7A-H1580

ORDER NO. 1234

DATE 5-7-1937

6 M PHOTO COLORIT POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 11

R. M. NO

TITLE (IN FULL) A BUNGALOW, THE DES-RT INN,  
PALM SPRINGS, CALIFORNIA

IMPRINT SAME AS ABOVE.

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Estimate OK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

Date

MAY 19 1937

AND WORK SCHEDULE

MAY 19 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 20 1937	MAY 20 1937
SKETCH				
RETOUCHING	5	2	5-20	6-15
PHOTO-LITHO				
BLUEPRINT STAMPING, OPAQUING	14		6-1	6-2 1/2
ENGRAVING				
HAND COLOR PROOF	39	1 1/2	6-4	6-4
ART DEPT.	121	9 3/4		7-7

DATE BLUEPRINT OK'D

DATE FILED

By

By

DATE PHOTO RETURNED TO CUSTOMER

DATE PHOTO RETURNED TO CUSTOMER

MAKEOVER

Charge to LU Dept.

EST. Makeover Time Required

	TIN	Time Recorded in Cost Dept.
RETOUCHING		
PHOTO-LITHO		
COMPOSING		
ART DEPT. HC	1 1/2	
ENGRAVING		



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

NO  
YES  
RETURN PHOTO

DIAL No. 7A-EL581 ORDER NO. 1237 DATE 5-7-1937

CUSTOMER HOTEL BREAKERS.,  
CORPUS CHRISTI, TEXAS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 1/2 M P.C. SIZE 3 1/2 x 5 1/2

STYLE PHOTO COLORIT WHITE BORDER.

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full HOTEL BREAKERS, CORPUS CHRISTI, TEXAS  
ETC.? AS PER COPY.

(as on card attached)

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto  
NEG. NO.  
\_\_\_\_ Photograph each - Size 5x7 - 8x10 -10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. need 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

C12  
Ret 8 1/2  
H.C. 1 1/2  
La 10 1/2

# 27



RETURN PHOTO YES NO PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 7A-H1582 ORDER NO. 1552 DATE 5-17-1937

CUSTOMER O.J. GLENN & SON,  
BUFFALO, N.Y.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M BUS. CARDS SIZE 3 1/2 x 2 3/8

STYLE APT COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full QUALITY SERVICE SINCE 1870

(ETC. AS PER COPY)

FRONT NO. NONE

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE SKETCH ATTACHED. CUSTOMER THINKS THIS SKETCH  
SHOWS UP THE PART BETWEEN THE FRONT TRUCK AND  
THE VAN TOO MUCH.

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

BODY OF VAN — COACH PAINTERS GREEN. GEARS CANARY YELLOW. LETTERS ON VAN IN GOLD COLOR.  
BACKGROUND AS PER SKETCH.

PHOTO RETURNED

TO

PHOTO USED FOR

Ret 7 1/2

W.C. 1

L.a. 6

Ret 7 1/2

17 1/2

17 1/2

#27



PHOTO PROPERTY OF C. T. & CO. - CUSTOMER

DIAL NO. 7A-H1583 ORDER NO. 1241 DATE 5-7-1937

CUSTOMER THE ALLIS PRESS,  
KANSAS CITY, MO.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

C12  
Photos for  
this Customer

100 M PC SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full TOP: TWA SKYSLEEPER ... OVER NEW  
YORK HARBOR

BOT: TWA THE LINDBERGH LINE - SHORTEST, FASTEST,  
COAST TO COAST

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATTACHED.

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

IMPRINT: "C.T.ART COLORTONE" THE ALLIS PRESS,  
KANSAS CITY, MO.

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office

Straighten Photo

- Line — Halftone — Combination. Screen 120  
- Pancromatic — Color Separation. Screen 133  
Paper Process — New Process. Screen 150  
- White Border — Full Face. Screen 175  
- Handcolor — Black & White Proof. Titles—Red, Blue.

*Correction on sketch*

The customer suggested that the plane be "brought toward" him  
a bit, so I suggested lengthening the plane  $\frac{1}{4}$ " and he said O.K.  
Therefore, maintaining the wing in the same position it now  
is from the right border, increase the size of plane from  $2\frac{7}{8}$ "  
at row shown, to  $3\frac{1}{8}$ ".

SEE INSTRUCTIONS ATTACHED.

RETURN PHOTO YES NO

*make red impression*

*very rush*

PHOTO RETURNED

TO

PHOTO USED FOR

MAKEOVER

Charge to Retouching Dept.

Est. Makeover Time Required

	TIME	
RETOUCHING		Time Required for Retouching
MAKING PLATE	1	Time Required for Making Plate
COMPOSING		Time Required for Composing
ART LITHO	10c 1/2	Time Required for Art Litho
ENGRAVING		Time Required for Engraving

Off 5-18

ST.  
39



MINSKY BROS. & CO.,  
PUBLISHING DIVISION,  
PITTSBURGH, PA.

NO. 7A-HL584

ORDER NO. 1248

DATE 5-7-1937

6 M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) DONNER AVENUE LOOKING SOUTH,  
MONESSEN, PA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. NO

IMPRINT SAME AS ABOVE.

PRIVATE NO. UPPER LEFT CORNER.- MO 11

PHOTO PROPERTY OF C.T. & CO.

COLOR DESCRIPTION

ON RIGHT- 1ST. GRAY. BLACK MARQUE WITH ORANGE TRIM, AND OTHERS  
DARK RED. RED BRICK SIDE. 2- BUFF. 3- GRAY. 4th. - GRAY. 5 & 6th.. - DARK RED.  
7 BROWN. ON LEFT- 1ST. DULL RED. 2 - BROWN BRICK. 3- LIGHT GRAYSTONE. 4 & 5 DARK  
RED. 6 - RED. 7TH. - BROWN. REAR CENTER BROWN. REMOVE LARGE POLES AND WIRES.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,207,776

Executive OK of Estimate

**ESTIMATE**

Cost Dept. Checked

By MAY 14 1937  
Date

AND WORK SCHEDULE

By MAY 14 1937  
Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Click No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 15 1937	MAY 15 1937
SKETCH				
RETOUCHING	2	6	5-15	5-26 SL
PHOTO-LITHO				
BLUEPRINT STRIPPING, CRAQUING	64		5-26	5-27 14A
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	5-28	5-28 14A
ARTIST DEPT.	52	10	6/11/37	6/14/37

DATE BLUEPRINT OK'D \_\_\_\_\_

DATE Printed JUL 13 1937

By \_\_\_\_\_

By SK

DATE HAND COLOR PROOF OK'D \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_

**ATTENTION!**

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ST  
38



MINISKY BROS. & CO.,  
PUBLISHING DIVISION,  
PITTSBURGH, PA.

NO. A-H1585

ORDER NO. 1248

DATE 5-7-1937

6 M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) MONESSEN HIGH, AND JUNIOR  
HIGH SCHOOLS, MONESSEN, PA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. NO

IMPRINT SAME AS ABOVE.

PRIVATE NO. UPPER LEFT CORNER.- MO 10

PHOTO PROPERTY OF C.T. & CO.

COLOR DESCRIPTION ON LEFT- DARK BROWN BRICK. CREAM CORNICE AND TRIM. WHITE SASH.  
ON RIGHT BLDG. DARK RED BRICK- LIGHT STONE TRIM. OAK DOORS. GREEN LAWN AND  
SHUBERY. SHOW FLAG ON POLE. REMOVE POLES AND WIRES AND SIGN ALONG SIDEWALK.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS ® PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

By MAY 14 1937  
Date

**ESTIMATE**  
AND WORK SCHEDULE

Cost Dept. Checked

By MAY 14 1937  
Date

OPERATION	EST. TIME C. & No. 1 Time allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		<u>MAY 15 1937</u>	<u>MAY 15 1937</u>
SKETCH			
RETOUCHING	<u>17</u> <u>4</u>	<u>5-15</u>	<u>5-24 SC</u>
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	<u>6.4</u>	<u>5-25</u>	<u>5-24</u>
ENGRAVING			
HAND COLOR PROOF	<u>40</u> <u>1 1/2</u>		<u>5-27</u>
ARTIST DEPT.	<u>150</u> <u>9 1/2</u>	<u>6/9</u>	<u>6/12</u>

DATE BLUEPRINT OK'D \_\_\_\_\_

DATE MAJ JUL 19 1937

DATE HAND COLOR PROOF OK'D \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_



MINSKY BROS & CO., PUBLISHING DIVISION,  
PITTSBURGH, PA.

NQA-H1586

ORDER NO. 1248

DATE 5-7-1937

6 M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO 2

R. M. NO

TITLE (IN FULL) ST. LEONARDS SCHOOL AND CHURCH IMPRINT SAME AS ABOVE.

AND PITTSBURGH STEEL CO. WORKS. MONESSEN, PA.

PRIVATE NO. UPPER LEFT CORNER.- MO-14.

PHOTO PROPERTY OF C.T. & CO.

COLOR DESCRIPTION

ON RIGHT- 1ST.- BROWN BRICK, GRAY TRIM. ON LEFT- CHURCH- TAN  
GRAY BRICK. SLATE ROOF AND STEEPLE, GRAY TRIM. REAR MILLS AND FURNACE DARK RED.  
IRON OAK ON REAR LEFT. GREEN TERRACED LAWN IN FOREGROUND.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

By MAY 14 1937

Date

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By MAY 14 1937

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 15 1937	MAY 15 1937
SKETCH				
RETOUCHING	156	3	May 24	May 27 51.
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		5-28	6-1 14.
ENGRAVING				
HAND COLOR PROOF	12	1 1/2		
ARTIST DEPT.	34	9 3/4	6-10-37	6-21-37 F.W.

DATE BLUEPRINT OK'D

DATE PROOF

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

M

38



MINSKY BROS & CO., PUBLISHING DIVISION  
PITTSBURGH, PA.

NO. 7A-H1587

ORDER NO. 1248

DATE 5-7-1937

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

6 M ART COLORTONE POST CARDS (ALL OF THIS ON THE PICTURE SIDE)		WHITE BORDER. (ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. 2 R. M. NO	
TITLE (IN FULL) CARNEGIE ILLINOIS STEEL CO., FIN MILL AT NIGHT, MONESSEN, PA.		IMPRINT SAME AS ABOVE.	
PRIVATE NO.- UPPER LEFT CORNER.- MO 13		PHOTO PROPERTY OF C.T. & CO.	
COLOR DESCRIPTION DARK RED BLDGS. DARK ROOF AND STACKS. WHITE END ON TANK. r.r. CORDS DARK DULL RED.			

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (11) PAT. NO. 1,797,775

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Chk No.	Time allowed		
COMPOSING, TYPE SET UP			MAY 15 1937	MAY 15 1937
SKETCH				
RETOUCHING	5	3	5-15	5-25 SL
PHOTO-LITHO				
BLUEPRINT STEP-ING, OPAQUING	68		5-25	5-25 1/2
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	6-1	6-1 M/1
ARTIST DEPT.	142	9	6-21	6-23

Executive OK of Estimate By 25 Cost Dept. Checked  
By 25 Date MAY 14 1937  
DATE BLUEPRINT OK'D \_\_\_\_\_ DATE Paid \_\_\_\_\_  
By \_\_\_\_\_ By \_\_\_\_\_  
DATE HAND COLOR PROOF OK'D \_\_\_\_\_ DATE Photo Returned to Customer \_\_\_\_\_  
By \_\_\_\_\_

ST  
38



MINSKY BROS & CO., PUBLISHING DIVISION,  
PITTSBURGH, PA.

NO. 7A-HL 588

ORDER NO. 1248

DATE 5-7-1937

6 M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO 2

R. M. NO

TITLE (IN FULL) **CHARLEROI- MONESSEN BRIDGE  
ACROSS MONONGAHELA RIVER, MONESSEN, PA.**

IMPRINT SAME AS ABOVE

PRIVATE NO. UPPER LEFT CORNER.- M015.

PHOTO PROPERTY OF

C.T. & CO.

COLOR DESCRIPTION **BRIDGE- BLACK. GRAY PIERS. BLDGS. IN FOREGROUND, WHITE AND  
GRAY. REAR BLDGS. ON HILL- GRAY AND BROWN.**

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF **YES**

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,292,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

# ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By MAY 18 1937  
Date

By MAY 18 1937  
Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 19 1937	MAY 19 1937
SKETCH				
RETOUCHING	17	3	5-19	5-28 SC
PHOTO-LITHO				
BLUEPRINT STAMPING, OPAQUING	68		5-21	6-1 45
ENGRAVING				
HAND COLOR PROOF	103	1 1/2		5-21
ARTIST DEPT.	155	9	6-22	6-24

JUL 19 1937

DATE BLUEPRINT OK'D

DATE Mod.

By

By

DATE Photo Returned to Customer

DATE Photo Returned to Customer

By

By

By

By

51  
43



MINSKY BROS & CO., PUBLISHING DIVISION  
PITTSBURGH, PA.

NO. 7A-H1589

ORDER NO. 1248

DATE 5-7-1937

6 M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL) PITTSBURGH STEEL COMPANY,  
WORKS, MONESSEN, PA.

IMPRINT SAME AS ABOVE.

PRIVATE NO. UPPER LEFT CORNER.- MO 12

PHOTO PROPERTY OF C.T. & CO.

COLOR DESCRIPTION ON RIGHT BLDGS. DARK DULL RED. ON LEFT.- BLDGS. DARK - DARK STACKS.  
REAR BLDGS. ON RIGHT- LIGHT GRAY AND RED BRICK.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,779

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

Date

MAY 14 1937

AND WORK SCHEDULE

MAY 14 1937

OPERATION	EST. TIME Clock No.   Time & lower	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		MAY 15 1937	MAY 15 1937
SKETCH		7	0
RETOUCHING	5 3	5-15	5-24 SL
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	14	5-24	5-25 45.
ENGRAVING			
HAND COLOR PROOF	40 1 1/2		5-27
ARTIST DEPT.	38 9 1/2	6-9	6-11

DATE BLUEPRINT OK'D.

DATE Paid

JUL 19 1937

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By



DATE RECEIVED AT CND \_\_\_\_\_ DATE *Recd* \_\_\_\_\_  
By \_\_\_\_\_  
DATE *From* *Forwarded to* *Customer* \_\_\_\_\_



MINSKY BROS & CO., PUBLISHING DIVISION,  
PITTSBURGH, PA.

NO. 7A-H1591

ORDER NO. 1558

DATE 5-10-1937

25 M

ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) FALK CLINIC, ONE UNIT OF THE  
UNIVERSITY'S GROWING MEDICAL CENTER.

Pittsburgh, Pa

Broadway no 702

FRONT NO. 2

R. M. NO

IMPRINT SAME AS ABOVE

At top - Pittsburgh Promotes  
Progress.

PHOTO PROPERTY OF

CUSTOMER.

COLOR DESCRIPTION

USE PHOTO NO. D-4952.

RETURN PHOTO TO: U. OF PITTSBURGH NEWS  
SERVICE

OFFICE, PITTSBURGH, PA.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Del 3  
26 1/2

Executive OR Estimate

By

Date

MAY 24 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

MAY 24 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 25 1938	MAY 25 1938
ETCH				
PROOFING	14	2	5-25	6-3 5
PHOTO LITHO				
ETCHING	65		5-27	6-2 45
HAND COLOR PROOF	160	1 1/2	6-7	6-7 mil
ARTIST DEPT.	171	9	12-1	12-6

DATE ESTIMATE OK'D

DATE INCD

DATE ESTIMATE OK'D

DATE Photo Returned to Customer

## MAKEOVER

Charge to L.V. Dept.

EST. Makeover Time Required

OPERATION	TIME	DATE
COMPOSING	3	
ETCHING		
PROOFING		
ART DEPT HC	1/2	
ETCHING		

SEP 28 1937

By



MINSKY BROS & CO., PUBLISHING DIVISION,  
PITTSBURGH, PA.

NO7A-H1592

ORDER No. 1558

DATE 5-10-1937

25 M ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL) THE CATHEDRAL OF LEARNING

IMPRINT SAME AS ABOVE.

AT NIGHT, Pittsburgh, Pa.

PHOTO PROPERTY OF

CUSTOMER.

COLOR DESCRIPTION

USE PHOTO NO. D-4953.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK at Business

By May 24 1937  
Date

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By May 24 1937  
Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 25 1937	MAY 25 1937
SKETCH				
RETOUCHING	3	1	5-25	6-3
PHOTO LITHO				
BLANKET G. PLACING	64		6-3	6-17
BLANKETING				
REPRODUCTION PROOF	10	1 1/2		6-7
PRINT DEPT.	151	10	10-29	12-8

DATE RECEIVED AND

DATE 12-8

DATE RECEIVED AND

DATE Photo Returned to Customer

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

## MAKEOVER

Charge to L.V. Dept.

EST. Makeover Time Required

	TIME	DATE
RETOUCHING		SEP 28 1937
PHOTO LITHO		
COMPOSING		
ART DEPT. HC	3/4	
ENGRAVING		



MINSKY BROS & CO., PUBLISHING DIVISION,  
PITTSBURGH, PA.

NO. 7A-H1593

ORDER NO. 1558

DATE 5-10-1937

25 M

ART COLORTONE POST CARDS

Group 2

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL) ENTRANCE TO THE UNIVERSITY'S

IMPRINT

SAME AS ABOVE.

ALLEGHENY OBSERVATORY

THE UNIVERSITY'S HEINZ MEMORIAL CHAPEL

Pittsburgh, Pa.

PHOTO PROPERTY OF

CUSTOMER.

COLOR DESCRIPTION

USE PHOTO NO. D-4954.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

By

MAY 24 1937

Date

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

By

MAY 24 1937

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 25 1938	MAY 25 1938
SKETCH				
RETOUCHING	5	2	5-25	6-4 St.
PHOTO-LITHO				
BLUEPRINT STRIKING OPAQUEING	64		6-1	6-7 H.T.
ENGRAVING				
HAND COLOR PROOF		1 1/2		
ARTIST REPT.	165	10	11-6	11-17

DATE BLUEPRINT CND

DATE Fed

DATE PHOTO TAKEN

DATE Photo Returned to Customer

By



MINSKY BROS & CO., PUBLISHING DIVISION  
PITTSBURGH, PA.

NO. 7A-HL594

ORDER NO. 1558

DATE 5-10-1937

25 M ART COLOR TONE PHOTO CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL) COMMENCEMENT DAY IN PITT  
STADIUM, Pittsburgh, Pa.

IMPRINT SAME AS ABOVE.

THAW HALL, HEADQUARTERS FOR SCHOOLS OF  
ENGINEERING AND MINES

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION US PHOTO NO. D-4955.

RETURN PHOTO TO THAW HALL TO: UNIVERSITY OF  
PITTSBURGH

NEWS SERVICE OFFICE, PITTSBURGH, PA.

RETURN PHOTO OF STADIUM TO: PUBLICITY DEPT.

809 CATHEDRAL OF LEARNING, PITT. H.  
PITTSBURGH, PA.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL. PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,775

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By May 24 1937

AND WORK SCHEDULE

By May 24 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 25 1938	MAY 25 1938
SKETCH				
RETOUCHING	3	2	5 - 25	6 - 4 8
PHOTO MTHO				
PRINTING	12		6 - 4	6 - 7 4
REPRODUCTION				
HAND COLOR PROOF	160	1 1/2	6 - 8	6 - 8
ARTIST DEPT.	175	11	11 - 25	10 - 26

DATE ESTIMATE OK'D \_\_\_\_\_ DATE REC'D \_\_\_\_\_

DATE HAND COLOR PROOF OK'D \_\_\_\_\_ DATE PHOTO RETURNED TO CUSTOMER \_\_\_\_\_

By \_\_\_\_\_

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

R



MINSKY BROS & CO., PUBLISHING DIVISION,  
PITTSBURGH, PA.

NO. 7A-H1595

ORDER NO. 1658

DATE 5-10-1937

25 M ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL) ONE CORNER OF THE UNIVERSITY  
LIBRARY IN THE CATHEDRAL OF LEARNING

IMPRINT SAME AS ABOVE.

*Pittsburgh, Pa.*

PHOTO PROPERTY OF CUSTOMER.

COLOR DESCRIPTION

USE PHOTO NO. D-4956.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS. © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

Date

MAY 24 1937

AND WORK SCHEDULE

MAY 24 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 25 1938	MAY 25 1938
SKETCH				
RETOUCHING	3	1	5 - 45	6 - 3 SL
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		6 - 3	6 - 4 45
ENGRAVING				
HAND COLOR PROOF	40	2		6 - 7
ARTIST DEPT.	31	12 1/2		12 - 8 1/2

DATE ORDERED

DATE Made

DEC 28 1937

By

By

DATE Photo Returned to Customer

DATE Photo Returned to Customer



MINISKY BROS & CO., PUBLISHING DIVISION,  
PITTSBURGH, PA.

NO. 7A0H1596

ORDER NO. 1558

DATE 5-10-1937

25 M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL) PITT WAS FOUNDED IN THIS LOG  
BABA IN 1787.

IMPRINT SAME AS ABOVE.

PITT'S THIRD HOME WHICH BURNED IN THE GREAT  
FIRE OF 1845.

STUDENTS LEAVING THE CATHEDRAL OF LEARNING

PHOTO PROPERTY OF CUSTOMER.

COLOR DESCRIPTION

USE PHOTO NO. D-4957.

RETURN PHOTO OF STUDENTS TO. ROBERT X. GRAHAM, UNIVERSITY  
OF PITTSBURGH NEWS SERVICE, 812 C. L., U. OF PITTSBURGH,  
PITTSBURGH.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By 12/27  
Date MAY 24 1937

By 12/27  
Date MAY 24 1937

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING TYPE SET UP		<u>MAY 24 1937</u>	<u>MAY 24 1937</u>
RETOUCHING	<u>0</u>	<u>5 - 25</u>	<u>6 - 2 Sc</u>
PROOFING	<u>64</u>	<u>6 - 2</u>	<u>6 - 2 45</u>
MAKING OF PROOF	<u>39</u> <u>1 1/2</u>	<u>6 - 4</u>	<u>6 - 4</u>
PRINTING	<u>34</u> <u>10</u>	<u>12-1-37</u>	<u>12-3-37 F.W.</u>

DATE PRINT OK'D

DATE 12/27

DATE 12/27

DATE Photo Returned to Customer

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

## MAKEOVER

Charge to

Ret

Dept.

EST. Makeover Time

RETOUCHING	<u>1 1/2</u>	<u>NOV 30 1937</u>
PHOTO-LITHO		
COMPOSING	<u>1/2</u>	
ART DEPT./C		
PRINTING		

## MAKEOVER

Charge to

L.V.

Dept.

EST. Makeover Time

RETOUCHING	<u>1/2</u>	<u>SEP 28 1937</u>
PHOTO-LITHO		
COMPOSING		
ART DEPT./C	<u>1/1</u>	
PRINTING		



MINSKY BTOS & CO., PUBLISHING DIVISION,  
PITTSBURGH, PA.

NO. 7A-H1597

ORDER NO. 1558

DATE 5-10-1937

25 M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE (UPPER) LOWER, CENTER - BORDER.

TITLE (IN FULL) THE CATHEDRAL OF LEARNING FROM  
THE AIR, Pittsburgh, Pa

FRONT NO. 2 (ALL OF THIS ON THE ADDRESS SIDE)

R. M. NO

IMPRINT SAME AS ABOVE.

PHOTO PROPERTY OF CUSTOMER.

COLOR DESCRIPTION USE PHOTO NO. D-4959.

*Photo in 7A H D 5678*

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,297,775

Executive OK of Estimate

By *[Signature]*  
Date MAY 24 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By *[Signature]*  
Date MAY 24 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 25 1937	MAY 25 1937
SKETCH				
RETOUCHING	8	2	5-25	6-4 SL
PHOTO LITHO				
BLUEPRINT STRIPPING, OPAQUING	65		6-4	6-4 1/2
ENGRAVING				
HAND COLOR PROOF	160	1 3/4	6-7	6-7 ml
ARTIST REPT.	27	12		11-16 Blth

DATE ESTIMATE SENT TO CUSTOMER \_\_\_\_\_ DATE RECD \_\_\_\_\_

DATE MATERIALS ORDERED \_\_\_\_\_ BY \_\_\_\_\_

DATE PHOTO RETURNED TO CUSTOMER \_\_\_\_\_ BY \_\_\_\_\_

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

*[Large handwritten 'R' or '2' mark]*

8

51



HOPKINS CAMERA & GIFT SHOP  
TRAVERSE CITY, MICH.

NO. 7A-H1598

ORDER NO. 1255

DATE 5-10-1937

6 M ART COLORTONE FOLDER VIEWS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT No NONE

R. M.

TITLE (IN FULL)

IMPRINT NONE

SHUFFLE BOARD COURTS, TRAVERSE CITY,  
MICH.

PHOTO PROPERTY OF

COLOR DESCRIPTION

USE PHOTO NO. 1A3164. FOR COLORS FOLLOW CARD NO. 1A3164

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE

Cost Dept. Checked

MAY 24 1937

By

Date

MAY 24 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 25 1938	MAY 25 1938
SKETCH				
RETOUCHING	3	1	5-25	5-27
PHOTO-LITHO				
BLUE-PRINT STRIPPING (DRAUGHTING)	64		5-26	5-28
ENGRAVING				
HAND COLOR PROOF	103	1 1/2		
ARTIST DEPT.	151	9 1/2	6-3	6-4

DATE BLUE-PRINT OK'D

DATE Red

JUL 19 1937

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

L



HOPKINS CAMERA & GIFT SHOP,  
TRAVERSE CITY, MICH.

NO. 7A-HL599

ORDER NO. 1255

DATE

6 M ART COLORTONE FOLDER VIEWS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE

R. M.

TITLE (IN FULL)

IMPRINT NONE

GRAND TRAVERSE BAY, FORE ISLAND IN  
DISTANCE, TRAVERSE CITY, MICH.

PHOTO PROPERTY OF

COLOR DESCRIPTION

USE PHOTO NO. 1A3170. FOR COLORS FOLLOW CARD NO. 1A3170

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,297,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive Order of Business

ESTIMATE

Cost Dept. Checked

By

By

Date

MAY 24 1937

AND WORK SCHEDULE

Date

MAY 24 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 25 1938	MAY 25 1938
SET UP				
RETOUCHING		0	5-25	5-26
PHOTO LITHO				
BLANKET STAMPING OPAQUE	64		5-26	5-27
ENRICHING				
HAND COLOR PROOF	160	1 1/2	5-28	5-28
ARTIST DEPT.	165	9	6-2	6-4

DATE BLUEPRINT ORD

DATE

JUL 19 1937

DATE

DATE Photo Returned to Customer



HOPKINS CAMERA & GIFT SHOP  
TRAVERSE CITY, MICH.

NO. 7A-H1600

ORDER NO. 1255

DATE 5-10-1937

ART COLORTONE FOLDER VIEWS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE).

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE

R. M.

TITLE (IN FULL)

IMPRINT NONE

SUNDAY CONCERT AT INTERLOCHEN BOWL, NEAR  
TRAVERSE CITY, MICH.

PHOTO PROPERTY OF

COLOR DESCRIPTION

USE PHOTO NO. 123-30. FOR COLORS FOLLOW CARD NO. 123-30.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

Date

MAY 24 1937

AND WORK SCHEDULE

MAY 24 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 25 1937	MAY 25 1937
SKETCH				
PROOFING	3	1/2	5-25	5-27 8
PROOFING				
BLANKET STITCHING, COMPOSING	64		5-28	5-28 45
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	6-2	6-2 mtd
ART. DEPT.	157	9 1/2	6-3	6-4

DATE IN PRINT OK'D

DATE ~~Red~~ JUL 19 1937

DATE IN PRINT OK'D

DATE Photo Returned to Customer



HAYNES ~~INC.~~, INC., 341 ~~SEEDY AVE.~~, ST. PAUL, NO. 7A-HL601  
~~MINN. AND YELLOWSTONE PARK, WYOMING.~~

ORDER NO. 1570

DATE 5-10-1937

25 M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

GEYSER

FRONT NO. 10 /

R. M. NO

Yes

TITLE (IN FULL) STEAMBOAT GEYSER, NORRIS BASIN, PRINT SAME AS ABOVE.

~~STILL LIFE. HAYNES INC., YELLOWSTONE PARK, WYO.~~

PRIVATE NO. BEFORE TITLE.- 10084.

PUT PLATE NO. IN UPPER RIGHT HAND CORNER.

PHOTO PROPERTY OF CUSTOMER.

COLOR DESCRIPTION

SEE PHOTO ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

MAY 14 1937

AND WORK SCHEDULE

By

Date

MAY 14 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 15 1937	MAY 15 1937
SKETCH				
RETOUCHING	16	1/2	5 - 15	5 - 26
PHOTO LITHO				
BLUEPRINT SKIPPING, OPAQUING	165		5 - 25	5 - 27
ENGRAVING				
HAND COLOR PROOF	163	1 1/2		5 - 28
ARTIST DEPT.	23	9 3/4		6 - 11

DATE BLUEPRINT OK'D

DATE ~~Final~~

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.



HAYNES PICTURES, INC., 341 BERRY AVE., ST. PAUL  
MINN. AND YELLOWSTONE PARK, WYO.

NO. 7A-H1602

ORDER NO. 1570

DATE 5-10-1937

25 M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 10 /

R. M. *Yes*

TITLE (IN FULL) GEYSER HILL, UPPER GEYSER BASIN, PRINT SAME AS ABOVE.

~~SMALL TYPE. - HAYNES INC., YELLOWSTONE PARK, WYO.~~

PRIVATE NO. BEFORE TITLE.- 10103.

PUT PLATE NO. IN UPPER RIGHT HAND CORNER.

PHOTO PROPERTY OF CUSTOMER.

COLOR DESCRIPTION

SEE PHOTO ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

Executive OK of Estimate

By

MAY 14 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

MAY 14 1937

Date

Date

OPERATION	EST. TIME (G. & N. Time Allowed)	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		MAY 15 1937	MAY 15 1937
SKETCH			
RETOUCHING	5 - 1	5 - 15	5 - 25
PHOTO-LITHO			
BLUEPRINT STAMPING, OPAQUING	64	5 - 28	6 - 1
ENGRAVING			
HAND COLOR PROOF	1 1/2		
ARTIST DEPT.	9 3/4		6-10

DATE BLUEPRINT ORD.

DATE *PRD*

JUL 18 1937

By

By

DATE HAND COLOR PROOF ORD.

DATE Photo Returned to Customer.

By

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.



HAYNES PICTURE SHOPS, INC., 341 SEELY AVE., ST. PAUL, MINN.  
AND YELLOWSTONE PARK, WYOMING.

NO. 7A-H1603  
ORDER NO. 1570

DATE 5-10-1937

25 M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) LONE STAR GEYSER,

~~SMALL TYPE. - HAYNES INC., YELLOWSTONE PARK, WYO.~~

PRIVATE NO. BEFORE TITLE.- 10112.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 201 R. M. 20 *yes*

IMPRINT SAME AS ABOVE.

PUT PLATE NO. IN UPPER RIGHT HAND CORNER.

PHOTO PROPERTY OF CUSTOMER.

COLOR DESCRIPTION

SEE PHOTO ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

**YES**

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,773

Executive OK of Estimate

By

Date

MAY 14 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

MAY 14 1937

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		MAY 15 1937	MAY 15 1937
SKETCH			
RETOUCHING	10 2	5 - 15	5 - 28 <i>SL</i>
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	64	1 - 1	6 - 7 <i>A.T.</i>
ENGRAVING			
HAND COLOR PROOF	1 1/2		
ARTIST DEPT.	23 10	6 - 15	6 - 7 - 3 <i>PAH</i>

DATE BLUEPRINT OK'D.

DATE *PAH*

JUL 19 1937

By

By

DATE *PAH*

DATE Photo Returned to Customer

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.



COPYRIGHT BY HAYNES PICTURE SERVICE, INC., 341 E. 11th AVE.,  
ST. PAUL, MINN. AND YELLOWSTONE PARK, WYOMING

NO. 7A-H1604

ORDER NO. 1570

DATE 5-10-1937

25 M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER CENTER - BORDER.

FRONT NO. 10 1

R. M. No Yes

TITLE (IN FULL) ~~GRAND FALL FROM RED ROCK,~~  
308 FT. LOWER FALL

IMPRINT SAME AS ABOVE.

STILL TYPE.- COPYRIGHT BY HAYNES INC., ~~YELLOWSTONE~~  
PARK, WYO.

PUT PLATE NO. IN UPPER RIGHT HAND CORNER

PRIVATE NO. BEFORE TITLE.- 16253.

PHOTO PROPERTY OF CUSTOMER.

COLOR DESCRIPTION

SEE PHOTO ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,797,775

Executive OK of Estimate

By

Date

MAY 14 1937

ESTIMATE

AND WORK SCHEDULE

By

Date

MAY 14 1937

Cost Dept. Checked

OPERATION	EST. TIME Clock No. Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		MAY 15 1937	MAY 15 1937 MAY 19 1937
SKETCH			
RETOUCHING	12 1/2	5-15	5-25 80
PHOTO-LITHO			
BLUEPRINT STRIPPING G. OPAQUING	68	5-25	5-25 45
ENGRAVING			
HAND COLOR PROOF	23 1 1/2		28 100
ARTIST DEPT.	157 12	6-18	6-22

DATE BLUEPRINT PRD

DATE (RET)

DATE HAND COLOR PROOF OK'D

DATE PHOTO RETURNED TO CUSTOMER

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

972

12

57  
38



~~PICTURE~~  
COPYRIGHT BY HAYNES INC., ~~123~~ 341 BEECH AVE.  
~~ST. PAUL, MINN.~~ AND YELLOWSTONE PARK, WYOMING

NO. 7A-H1605

ORDER No1570

DATE 5-10-1937

25 M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER CENTER - BORDER.

FRONT NO. 10 / R. M. NO *yes*

TITLE (IN FULL) LAKE LODGE LOBBY,

IMPRINT SAME AS ABOVE.

SMALL TYPE.- COPYRIGHT BY HAYNES INC.,  
YELLOWSTONE PARK, WYO.

PRIVATE NO. BEFORE TITLE.- 27333.

PUT PLATE NO. IN UPPER RIGHT HAND CORNER.

COLOR DESCRIPTION

SEE PHOTO ATTACHED.

PHOTO PROPERTY OF CUSTOMER.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

**ESTIMATE**

Cost Dept. Checked *AK*

By

By

Date

MAY 14 1937

AND WORK SCHEDULE

Date

MAY 14 1937

OPERATION	EST. TIME Clock No.   Time allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		<u>MAY 15 1937</u>	<u>MAY 15 1937</u> <i>13</i>
SKETCH			
RETOUCHING	<u>5</u>   <u>1</u>	<u>5-25</u>	<u>5-26</u> <i>SL</i>
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	<u>65</u>	<u>5-26</u>	<u>5-27</u> <i>48</i>
ENGRAVING			
HAND COLOR PROOF	<u>12</u>		
ARTIST DEPT.	<u>52</u>   <u>12</u>	<u>6/18/37</u>	<u>6/21/37</u>

DATE BLUEPRINT OK'D \_\_\_\_\_

DATE *Fixed* \_\_\_\_\_

DATE HAND COLOR PROOF OK'D \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_

By *AK* \_\_\_\_\_

**ATTENTION!**

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.



PICTURE MAPS,  
COPYRIGHT BY HAYNES INC. 341 BELBY AVE.,  
ST. PAUL, MINN. AND YELLOWSTONE PARK, WYOMING

NO. 7A-H1606

ORDER NO. 1570

DATE 5-10-1937

25 M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. Yes

TITLE (IN FULL) OLD FAITHFUL LODGE.

IMPRINT SAME AS ABOVE.

<sup>Bot</sup>  
SMALL TYPE: COPYRIGHT BY HAYNES INC., YELLOWSTONE  
PARK, WYOMING.

PRIVATE NO. BEFORE TITLE.- 28029.

PUT PLATE NO. IN UPPER RIGHT HAND CORNER

PHOTO PROPERTY OF CUSTOMER.

COLOR DESCRIPTION SET PHOTO ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,292,775

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

By PL  
Date MAY 14 1937

### ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By PL  
Date MAY 14 1937

OPERATION	EST. TIME Clock No. Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		MAY 15 1937	MAY 15 1937
SKETCH			
RETOUCHING	12-1	5-15	5-25
PHOTO-LITHO			
BLUEPRINT STRIPPING OPAQUING	65	5-25	5-26
ENGRAVING			
HAND COLOR PROOF	1 1/2		1
ARTIST DEPT.	162 10 1/2	6-18	6-21

DATE BLUEPRINT ORD \_\_\_\_\_

DATE Plat \_\_\_\_\_

DATE Hand Color Proof \_\_\_\_\_

By PL

DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_



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ST. PAUL, MINN. AND YELLOWSTONE PARK, WYOMING

NO. 7A-H1607

ORDER NO. 1570

DATE 5-10-1937

25 M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) OLD FAITHFUL LODGE ~~HOTEL~~  
LOUNGE.

<sup>B&T</sup>  
SMALL TYPE.- COPYRIGHT BY HAYNES INC.,  
YELLOWSTONE PARK, WYO.

PRIVATE NO. BEFORE TITLE.- 28182.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 10 / R. M. ~~NO~~ yes

IMPRINT SAME AS ABOVE.

PUT PLATE NO. IN UPPER RIGHT HAND CORNER.

PHOTO PROPERTY OF CUSTOMER.

COLOR DESCRIPTION

SEE PHOTO ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,773

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

Date

AND WORK SCHEDULE

MAY 14 1937

MAY 14 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 15 1937	MAY 15 1937
SKETCH				
RETOUCHING	10	3	5-15	5-28
PHOTO-LITHO				
BLUEPRINT	6		5-28	6-4
STRIPPING, GMAQUING				
ENGRAVING				
HAND COLOR PROOF	40	1 1/2		6-2
ARTIST DEPT.	31	12		6-21

JUL 19 1937

DATE BLUEPRINT OK'D

DATE ~~Fixed~~

By

By

DATE FOR COLOR PROOF OK'D

DATE Photo Returned to Customer

By

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Very Very Rush

MAKEOVER

Charge to Ret

EST. Makeover Time Required

	TIME	
RETOUCHING	1 1/2	Time Recorded in Cost Dept.
PHOTO-LITHO		Date
COMPOSING		By
ART DEPT.		
ENGRAVING		

6-2



COPYRIGHT BY HAYNES PICTURE INC., 341 BELLY AVE.,  
ST. PAUL, MINN. AND YELLOWSTONE PARK, WYOMING.

NO. 7A-H1608

ORDER NO. 1570

DATE 5-10-1937

25 M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) CANYON LODGE LOUNGE,

<sup>Bot</sup> SMALL TYPE: COPYRIGHT BY HAYNES INC.,  
YELLOWSTONE PARK, WYO.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 101 R. M. yes

IMPRINT SAME AS ABOVE.

PUT PLATE NO. IN UPPER RIGHT HAND CORNER.

PRIVATE NO. BEFORE TITLE.- 29187.

PHOTO PROPERTY OF CUSTOMER.

COLOR DESCRIPTION

SEE PHOTO ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

Date

MAY 14 1937

AND WORK SCHEDULE

MAY 14 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 15 1937	MAY 15 1937
SKETCH				
RETOUCHING	3	3	5 - 15	5 - 24 SL
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	10		6 - 1	6 - 2 4.5.
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	6 - 2	6 - 2 1/2 ml
ARTIST DEPT.	101	12	7/15/37	7/2/37

DATE BLUEPRINT ORD

DATE <sup>Plad</sup> JUL 15 1937

DATE HAND COLOR PROOF ORD

DATE Photo Returned to Customer

By

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.



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ST. PAUL, MINN. AND YELLO STONE PARK, WYOMING

NO. 7A-H1609

ORDER NO. 1570

DATE 5-10-1937

25 M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) CANYON HOTEL LOUNGE,

SMALL TYPE: COPYRIGHT BY HAYNES INC.,  
YELLOWSTONE PARK, WYO.

PRIVATE NO. BEFORE TITLE.- 30324.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. YES

IMPRINT SAME AS ABOVE.

PUT PLATE NO. IN UPPER RIGHT HAND CORNER.

PHOTO PROPERTY OF CUSTOMER.

COLOR DESCRIPTION SET PHOTO ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

VES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

Date

AND WORK SCHEDULE

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 15 1937	MAY 15 1937
SET UP				
RETOUCHING	5	3	5-15	5-28 SC
PHOTO LITHO				
BLUE LINE STRIKING, GPOURING	64		5-28	6-1-46
ENGRAVING				
HAND COLOR PROOF	15	14		
ARTIST DEPT.	37	14	6-18-37	6-22-37 Pgh

DATE ESTIMATE OK'D

DATE FILED

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.



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ST. PAUL, MINN. AND YELLOWSTONE PARK, WYOMING

NO. 7A-H1310

ORDER NO. 1570

DATE 5-10-1937

25 M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER CENTER - BORDER.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 10 / R. M. Yes

TITLE (IN FULL) LAKE MUSEUM, FISHING BRIDGE  
CAMPGROUND.

IMPRINT SAME AS ABOVE.

<sup>Bot</sup>  
SMALL TYPE: COPYRIGHT BY HAYNES INC.,  
YELLOWSTONE PARK, WYO.

PUT PLATE NO. IN UPPER RIGHT HAND CORNER.

PRIVATE NO. BEFORE TITLE.- 32011

PHOTO PROPERTY OF CUSTOMER.

COLOR DESCRIPTION SEE PHOTO ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLCCE MULTI-PLY FORMS © PAT. NO. 1,597,775

Executive OK of Estimate

By

Date

MAY 14 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

MAY 14 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Click No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 15 1937	MAY 15 1937
SKETCH				
RETOUCHING	4	2	5-15	5-26
PHOTO-LITHO				
BLUEPRINT STRIPPING, GRAQUING	65		5-25	5-27
ENGRAVING				
HAND COLOR PROOF		1/2		
ARTIST DEPT.	153	9 3/4	6-18	6-22

DATE BLUEPRINT OK'D

DATE <sup>Printed</sup>

JUL 13 1937

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.



HAYNES ~~PRINTING~~ ~~CO.~~ INC., 341 SELBY AVE., ST. PAUL NO. 7A-H1611  
MINN. AND YELLOWSTONE PARK, WYOMING.

ORDER NO. 1570

DATE 5-10-1937

25 M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER CENTER - BORDER.

FRONT NO. 10 /

R. M. Yes

TITLE (IN FULL) FISHING CONE AND YELLOWSTONE LAKE PRINT SAME AS ABOVE.

SMITH DEPT. HAYNES INC., YELLOWSTONE PARK,

YO.

PRIVATE NO. BEFORE TITLE. 35241P 3521P

PUT PLATE NO. IN UPPER RIGHT HAND CORNER

PHOTO PROPERTY OF CUSTOMER.

COLOR DESCRIPTION

SEE PHOTO ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,774

Executive OK of Estimate

**ESTIMATE**

Cost Dept. Checked

By

By

Date

MAY 14 1937

AND WORK SCHEDULE

Date

MAY 14 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			<u>MAY 15 1937</u>	<u>MAY 15 1937</u> <u>MAY 19 1937</u>
SKETCH				
RETOUCHING	<u>12</u>	<u>1</u>	<u>5-15</u>	<u>5-25 SL</u>
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	<u>68</u>		<u>5-25</u>	<u>5-25</u> <u>15</u>
ENGRAVING				
HAND COLOR PROOF	<u>3</u>	<u>1 1/2</u>		
ARTIST DEPT.	<u>154</u>	<u>9 3/4</u>	<u>6-16</u>	<u>6-18</u> <u>JUL 19 1937</u>

DATE BLUEPRINT OK'D \_\_\_\_\_

DATE Proof \_\_\_\_\_

By \_\_\_\_\_

By JS

DATE HAND COLOR PROOF OK'D \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_

**ATTENTION!**

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.



HAYNES PICTURE STOPS, INC., 341 GILBY AVE.,  
ST. PAUL, MINN. AND YELLOWSTONE PARK, WYOMING.

NO. 7A-H1612

ORDER NO. 1570

DATE 5-10-1937

25 M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER CENTER - BORDER.

FRONT NO. 10 / R. M. NO. Yes

TITLE (IN FULL) CANYON LODGE

IMPRINT SAME AS ABOVE.

~~SMALL TYPE: HAYNES INC., YELLOWSTONE PARK, WYO.~~

PRIVATE NO. BEFORE TITLE. 35361P

35361P

PUT PLATE NO. IN UPPER RIGHT HAND CORNER.

PHOTO PROPERTY OF CUSTOMER.

COLOR DESCRIPTION SEE PHOTO ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

Cost Dept. Checked

By

Date

MAY 18 1937

ESTIMATE

AND WORK SCHEDULE

By

Date

MAY 18 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 18 1937	MAY 19 1937
SKETCH				
RETOUCHING	5	2	5-19	5-26 SE
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		5-28	6-1 A.E.
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	6-2	6-2 AM
ARTIST DEPT.	168	1 1/2	6-17	6-23

JUL 19 1937

DATE RECEIPT SENT

DATE Filled

By

By

DATE HAND COLOR PROOF OK

DATE Photo Returned to Customer

By

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

MAKEROVER

MAY 27 1937

ST.  
14/45



COPYRIGHT BY HAYNES ~~PICTURE~~ INC., 341 ~~WELLY~~ AVE.,  
ST. PAUL, MINN. AND YELLO STONE PARK. WYOMING

NO. 7A-HL613

ORDER NO. 1570

DATE 5-10-1937

25 M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER CENTER - BORDER.

FRONT NO. 10 /

R. M. NO yes

TITLE (IN FULL) SUMMIT OF ~~WASHBURN~~ MOUNTAIN  
10,317 FT.

IMPRINT

SAME AS ABOVE.

<sup>DOT</sup>  
SMALL TYPE: COPYRIGHT BY HAYNES INC.,  
YELLOWSTONE PARK, WYO.

BUT PLATE NO. IN UPPER RIGHT HAND CORNER

~~SMALL TYPE~~; PRIVATE NO. BEFORE TITLE.- 35381 PHOTO PROPERTY OF CUSTOMER.

COLOR DESCRIPTION

SEE PHOTO ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS <sup>®</sup> PAT. NO. 1,799,778

Executive OK of Estimate

By May 14 1937  
Date

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By May 14 1937  
Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING TYPE SET UP			MAY 15 1937	MAY 15 1937 MAY 19 1937
SKETCH				
RETOUCHING	12	1	5-15	5-26 8.
PHOTO-LITHO				
BLUE PRINT STRIKING, OPAQUING	5		5-26	5-27 4.5
ENGRAVING				
HAND COLOR PROOF		1 1/2		
ARTIST DEPT.	30	11		6-25 5.8 1/2

JUL 19 1937

DATE BLUEPRINT OK'D

DATE 28

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

new mfb  
am sh 9/19



HAYNES PHOTO-ENGRAVING, INC., 341 S. 4TH AVE., ST. PAUL  
MINN. AND YELLOWSTONE PARK, WYOMING

NO. 7A-H1614

ORDER NO. 1570

DATE 5-10-1937

25 M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER CENTER - BORDER.

FRONT NO. 10 /

R. M. NO Yes

TITLE (IN FULL) GRIZZLY BEARS NEAR GRAND CANYON, IMPRINT SAME AS ABOVE.

~~SMALL TYPE: HAYNES PHOTO, YELLOWSTONE PARK, WYO.~~

PRIVATE NO. BEFORE TITLE.- 35383P

PUT PLATE NO. IN UPPER RIGHT HAND CORNER.

COLOR DESCRIPTION

SEE PHOTO ATTACHED.

PHOTO PROPERTY OF CUSTOMER.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

By MAY 18 1937  
Date

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked 1

By MAY 18 1937  
Date

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		MAY 15 1937	MAY 17 1937
SKETCH			
RETOUCHING	12 2	5-19	5-28 SL
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	6 1	6-1	6-2 145
ENGRAVING			
HAND COLOR PROOF	1 1/2		2
ARTIST DEPT.	47 10	6/21/37	6/22/37

DATE BLUEPRINT OK'D \_\_\_\_\_  
By \_\_\_\_\_

DATE PROOF \_\_\_\_\_  
By AS

DATE HAND COLOR PROOF OK'D \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_

12

13



HAYNES PHOTO-ENGRAVING, INC., 341 GILLEY AVE., ST. PAUL  
MINN. AND YELLOWSTONE PARK, WYOMING

NO. 7A-HL615

ORDER NO. 1570

DATE 5-10-1937

25 M ART COLORTONE POST CARDS

(ALL OF THIS ON THE PICTURE SIDE)

WHITE BORDER.

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

(ALL OF THIS ON THE ADDRESS SIDE)

TITLE (IN FULL) MOTHER BEAR AND CUB HIKING

FRONT NO. 10 /

R. M. NO yes

IMPRINT SAME AS ABOVE.

~~SMALL TYPE: HAYNES INC., YELLOWSTONE PARK,~~  
~~WYO.~~

PRIVATE NO. BEFORE TITLE.- 35441P

PUT PLATE NO. IN UPPER RIGHT HAND CORNER.

COLOR DESCRIPTION

PHOTO PROPERTY OF

CUSTOMER.

SEE PHOTO ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

Executive OK of Estimate

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

By

Date

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 15 1937	MAY 15 1937
SKETCH				
RETOUCHING	12	1/2	5-19	5-25 86
PHOTO-LITHO				
BLUEPRINT STOPPING, OPAQUING	68		5-25	5-25 48.
ENGRAVING				
HAND COLOR PROOF	163	1 1/2		
ARTIST DEPT.	#27	9		6-23/37 P.H.

DATE BLUEPRINT OK'D

DATE Fixed

JUL 19 1937

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.



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ST. PAUL, MINN. AND YELLOWSTONE PARK, WYOMING

NO. 7A-H1616

ORDER NO. 1570

DATE 5-10-1937

25 M ART COLORTONE PHOTO CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) BEAVER, WILLOW PARK

SMALL TYPE: COPYRIGHT BY HAYNES INC.,  
YELLOWSTONE PARK, WYO.

PRIVATE NO. BEFORE TITLE.- 36011.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 101 R. M. No Yes

IMPRINT SAME AS ABOVE.

PUT PLATE NO. IN UPPER RIGHT HAND CORNER

PHOTO PROPERTY OF CUSTOMER.

COLOR DESCRIPTION

SEE PHOTO ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

By MAY 14 1937

Date

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By MAY 14 1937

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 15 1937	MAY 15 1937
SKETCH				
RETOUCHING	158	2	5-15	5-27 SC
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	65		5-27	5-27 45
ENGRAVING				
HAND COLOR PROOF	163	1 1/2		1/1000
ARTIST DEPT.	154	9	6-18	6-22

DATE BLUEPRINT OK'D

By

DATE

JUL 19 1937

By

DATE HAND & W. PROOF OK'D

DATE Photo Returned to Customer

By

M

St.  
38



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~~341-3411 AVE.~~, ST. PAUL, MINN. AND YELLOWSTONE  
PARK, WYOMING

NO. 7A-HL617

ORDER NO. 1570

DATE 5-10-1937

25 M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) MAMMOTH HOT SPRINGS MUSEUM,

801. SMALL TYPE: COPYRIGHT BY HAYNES INC.,  
YELLOWSTONE PARK, WYO.

PRIVATE NO. BEFORE TITLE.- 36064.

COLOR DESCRIPTION

SEE PHOTO ATTACHED.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 10 / R. M. No yes

IMPRINT SAME AS ABOVE.

PLATE NO. UPPER RIGHT HAND CORNER.

PHOTO PROPERTY OF CUSTOMER.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,799,775

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By  
Date MAY 14 1937

AND WORK SCHEDULE

By  
Date MAY 14 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 15 1937	MAY 15 1937
SKETCH				
RETOUCHING	5	3	5-15	5-28 SL
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	64		5-26	6-1 4.1.
ENGRAVING				
HAND COLOR PROOF		1 1/2		
ARTIST DEPT.	49	10	6/18-	6 22 WP.

DATE BLUEPRINT OK'D

DATE ~~Printed~~ JUL 19 1937

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

ATTENTION!

28 Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

5

ST.  
38



COPYRIGHT BY HAYNES PICTURE SHOPS, INC.,  
341 E. BLYE AVE., ST. PAUL, MINN. AND YELLOWSTONE  
PARK, WYOMING

NO. 7A-H1618

ORDER NO. 1570

DATE 5-10-1937

25 M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER CENTER - BORDER.

FRONT NO. 10 / R. M. NO *yes*

TITLE (IN FULL) LIBERTY CAP, MAMMOTH HOT  
SPRINGS.

IMPRINT SAME AS ABOVE.

SMALL TYPE: COPYRIGHT BY HAYNES INC.,  
YELLOWSTONE PARK, WYO.

PLATE NO.- UPPER RIGHT HAND CORNER.

PRIVATE NO. BEFORE TITLE.- 36222.

PHOTO PROPERTY OF CUSTOMER.

COLOR DESCRIPTION SEE CARD ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

Executive OK of Estimate

By

Date

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Click No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		MAY 19 1937	MAY 19 1937
SKETCH			
RETOUCHING	12 /	5-19	5-25 SC
PHOTO-LITHO			
BLUENING STRIPPING, OPAQUING	11	5-25	5-26 AS
ENGRAVING			
HAND COLOR PROOF	1 1/2		
ARTIST DEPT.	15 / 9	5-19	5-25

JUL 19 1937

DATE BLUENING OK'D

DATE PROOF

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer



X  
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341 SIBLEY AVE., ST. PAUL, MINN. AND  
YELLOWSTONE PARK, WYOMING

NO. 7A-H1619

ORDER NO. 1570

DATE 5-11-1937

25 M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER CENTER - BORDER.

FRONT NO. 10 /

R. M. NO *yes*

TITLE (IN FULL) SILVER GATE AND HOODOOS.

IMPRINT SAME AS ABOVE.

*bot* SMALL TYPE: COPYRIGHT BY HAYNES INC.,  
YELLOWSTONE PARK, WYO.

PLATE NO. IN UPPER RIGHT HAND CORNER.

PRIVATE NO. BEFORE TITLE.- 36248.

PHOTO PROPERTY OF CUSTOMER.

COLOR DESCRIPTION SEE PHOTO ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF **YES**

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,775

Executive OK of Estimate

By

**ESTIMATE**

Cost Dept. Checked

Date

MAY 14 1937

AND WORK SCHEDULE

By

Date

MAY 14 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 15 1937	MAY 15 1937 <i>15</i>
SKETCH				
RETOUCHING	12	$\frac{1}{2}$	5-15	5-28 <i>28</i>
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	66		6-1	6-2 <i>45</i>
ENGRAVING				
HAND COLOR PROOF	154	1 1/2	6-2	6-2
ARTIST DEPT.	30	9 3/4		6-16-7 <i>16 1/2</i>

DATE BLUEPRINT OK'D

DATE *7/27* 1937

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

**ATTENTION!**

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

*2*

12

ST.  
38



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341 DELBY AVE., S. PAUL, MINN. AND  
YELLOWSTONE PARK, WYOMING

NO. 7A-H1620

ORDER NO. 1570

DATE 5-11-1937

25 M ART COLORTONE POST CARDS

(ALL OF THIS ON THE PICTURE SIDE)

WHITE BORDER.

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 10 / R. M. NO *yes*

TITLE (IN FULL) TETON MOUNTAINS AND JACKSON  
LAKE.

IMPRINT SAME AS ABOVE.

*POT* SMALL TYPE: COPYRIGHT BY HAYNES INC.,  
YELLOWSTONE PARK, WYO.

PLATE NO. IN UPPER RIGHT HAND CORNER.

PRIVATE NO. BEFORE TITLE.- 36324. /

PHOTO PROPERTY OF C. STOMER.

COLOR DESCRIPTION

SEE PHOTO ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF *YES*

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

## ATTENTION!

*24* Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

## ESTIMATE

Cost Dept. Checked

By *[Signature]*  
Date MAY 14 1937

AND WORK SCHEDULE

By *[Signature]*  
Date MAY 14 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 15 1937	MAY 15 1937
SKETCH				
RETOUCHING	12	1	5-15	5-27 SC
PHOTO LITHO				
BLUEPRINT STRIKING, OPAQUING	65		5-27	5-27 <i>KS</i>
ENGRAVING				
HAND COLOR PROOF		1 1/2		
ART ST. DEPT.	49	12	6-15	6-16 <i>W/P</i>

DATE BLUEPRINT OK'D

DATE *Prod*

JUL 19 1937

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By



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341 DELFT AVE., ST. PAUL, MINN. AND  
YELLOWSTONE PARK, WYOMING

NO. 7A-H1621

ORDER NO. 1571

DATE 5-11-1937

25 M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 10 / R. M. NO *Yes*

TITLE (IN FULL) OLD FAITHFUL INN "BEAR PIT"

IMPRINT SAME AS ABOVE.

SMALL TYPE: COPYRIGHT BY HAYNES INC.,  
YELLOWSTONE PARK, WYO.

PUT PLATE NO. IN UPPER RIGHT HAND CORNER

PRIVATE NO. BEFORE TITLE.- 36417.

PHOTO PROPERTY OF CUSTOMER.

COLOR DESCRIPTION

SEE PHOTO ATTACHED.

*Tables & chairs are upholstered in brown leather*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

By

ESTIMATE

Cost Dept. Checked

Date

MAY 14 1937

AND WORK SCHEDULE

By

Date

OPERATION

EST. TIME

Check No. Time Allowed

DATE  
ENTERED DEPT.

DATE  
COMPLETED

COMPOSING, TYPE SET UP

MAY 15 1937

MAY 15 1937

SKETCH

RETOUCHING

5

4

5-15

5-29 SL

PHOTO-LITHO

BLUE-PRINT  
STRIPPING, OPAQUING

6

6-1

6-2 H.C.

ENGRAVING

HAND COLOR PROOF

13

13

6-21-37

6-23-37

ARTIST LEPT.

34

13 1/2

6-21-37

6-23-37

F.W.

DATE BLUE-PRINT OK'D

DATE *Printed*

JUL 19 1937

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

JUN 2 1937

*Letter from*

ST.  
38